POBLIC

Exhibition Outfits

MOVING PICTURES — TALKING MACHINES

SEARS, ROEBUCK AND CO.

INCORPORATED

76 TO 96 FULTON, 73 TO 87 DESPLAINES
AND 13 TO 31 WAYMAN STREETS

CHICAGO, ILL. U.S.A.

n Edition.

DEPARTMENT OF PUBLIC ENTERTAINMENT.

FROM THE COLLECTION OF
CHARLES G. CLARKE

....ARE YOU INTERESTED IN
MOVING PICTURES?
TALKING MACHINES?
STEREOPTICON WORK?
PUBLIC EXHIBITION WORK?

IF SO, THIS BOOK IS FOR YOUR INFORMATION.

....CLASSIFIED LIST OF SUBJECTS....

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COMPILED BY
SEARS, ROEBUCK AND CO. (INCD.)
CHICAGO, ILL.

10391

Academy of Motion
Picture Arts and
Sciences Library,
Los Angeles, Calif.

..READ OUR TERMS CAREFULLY..

THEY ARE THE MOST LIBERAL
AND THE MOST FAVORABLE TO
THE CUSTOMER EVER OFFERED.

OUR GUARANTEE.

We guarantee every machine, apparatus and appliance sold by us, to be exactly as represented, to work perfectly and to give satisfaction. Should any error occur, or any machine fall short of this guarantee from defective material or workmanship, or from any other cause, it will be gladly corrected by us or the money will be refunded.

OUR VERY LIBERAL TERMS.

We are always glad to ship any goods in this line C. O. D., subject to a thorough examination before paying for same, provided the required deposit is sent with order as a guarantee of good faith, $1.00 being required on orders up to $15.00, and on larger orders a proportionate amount. If after a thorough examination, the goods are not found to be exactly as represented, they can be returned to us and the money deposited will be promptly refunded.

ADVANTAGES OF SENDING CASH WITH ORDER.

When cash in full accompanies the order, the customer saves not only the express company's charges for collecting and return of money, but also the trouble of unpacking and examining the machine and outfit at the express office is avoided. The outfit can be thoroughly examined at your own home, and if everything is not found to be exactly as represented and a big money-making opportunity, it can be returned to us and your money will be cheerfully refunded.

The prices at which graphophone goods are listed in this catalogue are strictly net.

OUR RELIABILTY.

As this catalogue may fall into the hands of some who are not acquainted with our reputation for fair and honorable dealing and do not know our financial standing, we would say that we are authorized and incorporated under the laws of the State of Illinois, with a cash capital and surplus of over $700,000.00, paid in full.

Those who have dealt with us know our methods; to those who have not, we refer to their friends and neighbors who have, and as we have nearly two million customers in the United States, there are quite a number in every town and community to whom we refer. We also refer by special permission to the Metropolitan National Bank, Chicago; Corn Exchange National Bank, Chicago; German Exchange Bank, New York; to any express company in Chicago, any old reliable business house or financial institution in this city; or, if you have any friends residing in this city, write them and ask them concerning our house.

We give you this privilege: If you have any doubt as to our reliability, you can send your order and money to either of the banks, or any express company in Chicago, with instructions not to turn it over to us unless they know us to be thoroughly reliable and a concern that will do exactly as we agree.

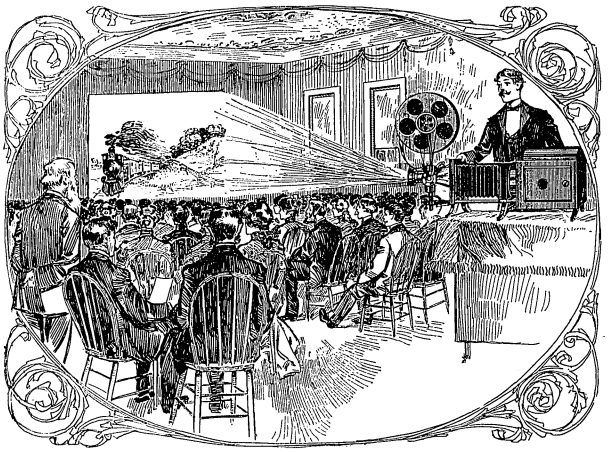
HOW TO SEND MONEY.

Remit by postoffice money order, express money order, bank draft or cash in registered letters. If you send your individul check on a local bank, your order will be delayed until we have made collection (unless you have it certified), and the expense of collecting will be deducted. Postage stamps will be accepted in any amount as an accommodation to our customers. We recommend sending an express or postoffice money order, as they are inexpensive, less trouble and perfectly safe. If they should get lost or be miscarried, your loss would be made good. Do not send money or stamps to the amount of more than $1.00 without registering your letter.

DEPARTMENT OF
Public Entertainment Outfits

Our experience in the past has proven to us that public exhibition work is extremely profitable and with a comparatively small investment, affords to the exhibitor, an opportunity for realizing very large profits, and in addition, opens up to him a line of business that is pleasant as well as invaluable in the development and building up of a successful business man.

This catalogue has been prepared for the information and guidance of our friends, in response to numberless inquiries received from all parts of the country, and because it has been demonstrated to us that similar outfits which we have



put out in the past have been so uniformly successful, as to warrant us in encouraging others to embark in the same line, and, while it is an undoubted fact, that until recently, there has been but a limited amount of energy and capital expended in this direction, we believe this to be largely due to insufficient information as to what is required to make up a suitable outfit for the purpose, how the work can be started profitably, how it can be carried on successfully, how it may be made a permanent livelihood, and with ability, energy and push, be the means of

ENABLING THE EXHIBITOR TO ACCUMULATE A FORTUNE.

Having these conditions in view, we have made a special effort and shall endeavor to make everything connected with the various lines of an exhibition outfit, so plain and simple, as to be easily understood.

WHY
THIS PUBLIC EXHIBITION WORK
....IS A PLEASANT AND....
PROFITABLE BUSINESS.

First, our exhibition outfits are entirely new; they are founded on the newest kinds of intensely interesting, new and up-to-date subjects. The business is not controlled by the local conditions or poor crop results, for if the crop is poor in one part of the state, you leave for parts where the crops are good; if times are bad in one state, you go to an adjoining state where times are good; or, if labor strikes and other conditions make trouble in one locality, you go where there are no similar troubles and insure the success of your work. If flood or hail, rainstorm or fire, lay waste one section, you leave for a section that has not been visited by like conditions. You have a business proposition in one of our outfits which you can fit to the best local conditions to bring you the greatest possible success.

The business is pleasant because you are independent, you are not subject to any individual, company, corporation or community. You have no boss or bosses, you conduct the business to suit yourself. You travel in good style, stop in good hotels; everywhere you are respected and looked up to by the communities you visit and are placed in an assured position, commercially and socially, with the best people with whom you come in contact.

HAS THE BUSINESS BEEN SUCCESSFUL?

This is the first question for the would be exhibitor to determine and is one that can be answered in a highly satisfactory manner, and as we devote this catalogue to the considerations of several different styles of entertainment outfits, it will be convenient to take them up separately, in order to fully inform our friends regarding the advantages possessed by each, although a few additional remarks on the general subject may be of service. It would be impossible to particularize the names of all those, who, within our own knowledge, and using one of our outfits, have thus succeeded. A few sample letters from different

parts of the country will prove interesting reading, as indicating what has been done by others in the past and will continue to be done in the future, more especially as it is a fact, that the wider field now accessible, and the more prosperous times existing, have enormously increased the demand for this class of entertainment and there has never before been a time at which such large audiences could so readily be obtained for an entertainment of a meritorious character.

Some of our most successful exhibitors have commenced this work by purchasing a graphophone alone and have not only succeeded with it, but in so short a time as to surprise themselves, have been able to add to it a Magic Lantern and Stereopticon, increasing not only the value of their entertainment, but enabling them to charge a higher rate of admission and attract larger audiences than ever.

The Talking Machine has been and will always be a most popular entertainer. The novelty and wonder of the natural reproduction of the human voice as well as band and instrumental music insures preliminary interest, and the performance itself is so wonderfully realistic, and the actual reproduction of speech and music of such a quality as could not otherwise be heard, making it a successful entertainer wherever exhibited. Its combination with a stereopticon or magic lantern, enables the exhibitor to vary the evening's amusement in an almost endless manner. One of the most successful of these being the productions of what are known as illustrated songs, which consists in throwing on the screen, slides or views descriptive of one of the popular songs of the day, while the song itself is being sung by the graphophone. This has for some months been the leading method of entertaining in the larger cities, where the singing has been done by some high priced artist, but with the assistance of the graphophone, the same results can be obtained at less than one-tenth of the expense.

The best and most successful exhibitors we have furnished outfits to, however, have not stopped short even at the graphophone and stereopticon, but have wisely taken advantage of the opportunity afforded of presenting what is known as the animated or moving pictures, which will be found described in more detail later on. We offer to our customers at a comparatively insignificant price, the most efficient and practically successful moving picture machine on the market. It is known as the Optigraph, and is especially intended to be used in connection or combination with the stereopticon which we handle, although it can be applied to any regular lantern for projecting stationary pictures, and we are not exceeding the bounds of actual fact, when we say that the opportunity afforded by an outfit consisting of the graphophone, stereopticon and moving picture machine, or even the two latter, without the graphophone, affords an almost unlimited opportunity of making, not only big money, but a lifetime competence, and the fact that theatrical companies and professional exhibitors have begun to make the most extensive use of this last class of outfit, is the strongest proof that it presents a profitable and remunerative field, such as has never been opened up before, and having fitted out several high class companies in this manner, we are assured by them that the moving picture and the stereopticon features form the most interesting and best drawing numbers on their programs.

It is more, however, for those who have not had any previous experience in this direction, and who are at the threshold, considering whether they are justified in embarking upon an enterprise such as we have recommended, that our catalogue has been gotton up. We address you with the greatest poor man's proposition, the firmest bottom round, and the surest immediate money-maker ever known. It is for the young man to consider whether he cannot now embrace the opportunity. It is for the man whose situation and position in life is not such as to reasonably satisfy him or the persons whose families or other proper requirements call for easier circumstances than his means permit; this class of people, endowed as they almost uniformly are, with energy and ability, need only an opportunity to become successful in what is recognized as one of the most successful lines now open in any direction, and no one should allow himself to be deterred from entering into this work by the fact, that, at this time, his capital is not adequate for the purpose. A young and ambitious man should properly seek advice and encouragement from his parents who are the best fitted to offer them, and who as well, are in a position to judge and discriminate against the various "catch penny" affairs which are offered for consideration, as well as to investigate the genuine nature of the opportunity to which this catalogue is intended to draw attention. The country is flooded with advertisements soliciting the reader to accept positions which never existed, to assume the control of armies of agents who are called into existence only by the fertile brain of the writer, and which will never bear the test of a close examination. In striking contrast to these unreal positions is the substantial business proposition awaiting them in the line of public entertainment; facts and figures in almost numberless array are at hand to prove what others have done, and what can be done under similar circumstances; and we urge upon the prospective customer, as well as upon friends and acquaintances who are interested with him, to investigate our proposition very thoroughly, subjecting it to the closest scrutiny, and bearing in mind the fact, that without a large investment of capital, it presents almost the only opportunity of embarking in your own business and reaping the harvest of your own efforts.

NO PREVIOUS EXPERIENCE IS NECESSARY.

No ability as a public speaker is required; some of the most successful lecturers to whom we have supplied outfits in times past, had never spoken in public before, and have made by diligence and attention to business, incomes three, four and five times as much as they did in their previous occupations.

WHAT IS NECESSARY TO SUCCEED.

A determination to succeed, a thorough confidence in your exhibition outfit, and keeping everlastingly at it, brings the best possible success. Rome was not built in a day, and the success of a lifetime was not built in a day, week or month. The idler and shifter who gives up despairingly after the

first not altogether successful attempt, will never make a success of anything. The man who determines in spite of everything to handle what he has undertaken and who goes at the prosecution of his business, hammer and tongs, day in and day out, will carve undreamed of success out of our public exhibition business, for it has in itself everything and every merit to make a success. All that is necessary to attain to the highest point in this work is to study your business, study it at all times, read and re-read your lecture, so you will each time read it more entertainingly, you will finally commit it to memory and will never have to refer to your book at all. Study the mechanism of the outfit, learn to operate the stereopticon and the different accessories, quickly, smoothly and perfectly; have confidence in yourself and in your outfit. Determination is always very necessary at this work. When you go to a town do not go asking yourself if you will be able to make an arrangement with this church, that school house or the owner of the opera house, but go with a determination of making satisfactory arrangements, go feeling sure that you know what you want and that with energy you will get it. Let the only question of success be the measure of the success; let there always be a measure of self confidence that insures at least a certain measure of success in your every day work.

DO NOT LET THIS MONEY-MAKING OPPORTUNITY PASS

AND WHEN IT IS TOO LATE, SAY, I AM SORRY THAT I DID NOT TAKE HOLD OF IT.

READ OUR "ADVICE TO BEGINNERS," ON PAGE 91. IT WILL REPAY YOU....

OUR

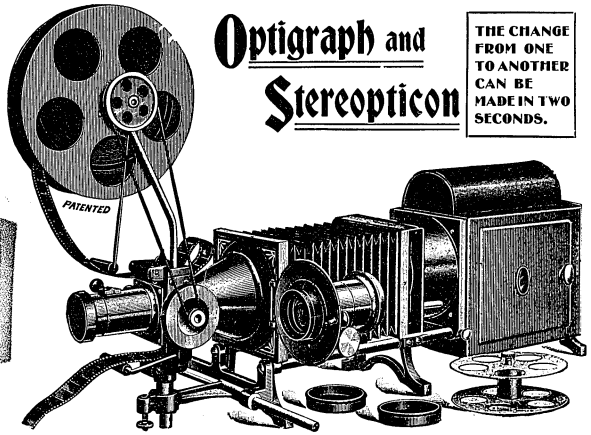
Moving Picture Department.

LATEST INVENTION. INSTANTANEOUS COMBINATION.

Projects Motion Pictures and Stereopticon Views.

Optigraph and Stereopticon

THE CHANGE FROM ONE TO ANOTHER CAN BE MADE IN TWO SECONDS.



No. 21205 Stereopticon with the Improved 1900 Model Optigraph, complete with either calcium burner or electric arc lamp included.

Price **$64.00**

No. 21206 Stereopticon with 1899 Model Optigraph, complete with either calcium burner or electric arc lamp. Price **$54.00**

A FIRST CLASS STEREOPTICON AND THE ONLY SUCCESSFUL COMBINATION EVER PRODUCED.

This combination is the most perfect instrument for the projection of both motion pictures and stereopticon or magic lantern views ever made and the price the lowest.

IT'S ESPECIAL ADAPTATION TO MOVING PICTURE AND ILLUSTRATED SONG WORK IS ONE OF ITS BEST FEATURES.

A description of the various means of light employed for the projection of stationary as well as moving pictures will be found on page 96 and following.

WHAT THE MOVING PICTURE MACHINE IS:

HOW IT CAN BE USED, AND WHAT CAN BE MADE FROM IT.

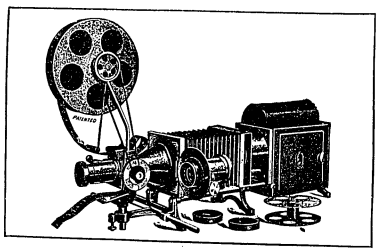
As is well known, the moving picture machine is a comparatively recent invention, which projects apparently living and moving figures of exactly life-size upon a screen or canvas. It represents the highest branch in the art of photography and brings before the eye an exact life-size reproduction, with all its accompanying effects of light, shadow and expression.

To illustrate more plainly, a scene somewhat familiar in the recent war with Spain is shown: The street of a busy town appears in sight with work suspended; bystanders at the curbstone edge. Suddenly, a troop of infantry is seen to approach with mounted officers in front, followed by the regimental band and the soldiery, marching on their way to the front. Every detail of the march past is shown; the speedy action of the horses, the drum major as he twirls his baton and the boys keeping step to the tones of the regimental band. As the regiment passes, the spectators on the sidewalk wave their hands and handkerchiefs, and some of the ladies especially appear to take a great interest in the spectacle before them. Or it may be that the scene to be depicted is of a somewhat more comic character, such as a negro cake walk, in which the

colored beaux and belles are putting forth their best efforts in walking for the cake. Another scene will depict apparently a fire brigade responding to a 4-11 call. The hook and ladder truck, with its wildly galloping horses in the van; the engines, just fired and emitting volumes of smoke, follow at breakneck speed, while the pedestrians and drivers of vehicles clear the way and seek safety at the side from the impetuous rush of the fire brigade.

Hundreds of interesting and realistic subjects are now being exhibited; these are but a few. Our list is practically unlimited and there is a range of subjects from the grave to the gay, from the sublime to the ridiculous. Charges of soldiery in actual engagement, naval battles, the war of the mighty leviathans of the deep, mounted cavalry charging at full speed, processions of automobiles, pictures of interesting phases and events in childhood life, acrobatic performances, military evolutions, and all kinds of locomotion, from the mule train to the limited express, and from the tiny canoe to the Atlantic liner, are reproduced.

Consider the wonderful possibilities of this invention. Through its magic windows we view the every-day life of far away countries which we may never hope to visit. Familiar bits of natural scenery are brought home to us. Com-



fortably seated in a theater, we watch the raging of a storm on land or sea. Small wonder, that this means of entertainment seems to be never-failing in its power of interesting, amusing and instructing an audience.

The moving picture outfits are as far superior in the ordinary line of pictorial representation as the Atlantic liner of the present day is to the slow sailing ships of our forefathers. It is a boon to the manager of a theatre and a powerful auxiliary to his stage effects. To the lecturer on foreign lands or travels, it is found of untold assistance in illustrating every subject; but as an exhibition feature it enjoys its greatest popularity, makes easy the task of securing a large and well-paying audience, and still easier the task of pleasing and delighting them when gathered together. No conception can be formed of the wonderful interest taken in entertainments of this description in localities which have not before had opportunities of witnessing these exhibitions; and in an inconceivably short space of time, the owner finds that it has returned to him not only the entire first cost, but more than a handsome profit on both the investment and his own time.

DESCRIPTION AND APPLICATION

... OF THE ...

OPTIGRAPH MOVING PICTURE MACHINE.

THE PRINCIPLE of the Optigraph Moving Picture Machine is the same as the magic lantern, only that the pictures appear on a transparent film and pass before the lenses in rapid succession.

THE FILM is a long celluloid tape (usually 50 feet), with a series of photographs which are taken in a different position, at the rate of about fifteen pictures per second, and in order to produce the animated movement, they pass rapidly before the projecting lens at the same rate of speed from the beginning to the end of the film. All the movements will be recorded that have been exhibited when the picture was taken. For each subject a separate film is necessary. On page 45 of this catalogue will be found a most complete list of films, and as we carry an immense stock of them, and subject to a severe scrutiny and actual test, every film, before we accept it from the manufacturers, our customers can at all times rely upon uniform excellence in this most essential requirement for the production of first class pictures.

THE LIGHT. In the projection of moving or animated pictures, a stronger and more powerfully condensed light is required than in the production of ordinary stationary pictures; either electric or calcium light should be used for the purpose, although other methods of lighting can be furnished for work in medium or small sized halls, and with which a very good picture can be obtained up to six feet in diameter. By action of the condensing lenses of the lantern, the light is condensed and reflected through the pictures to a set of strong magnifying lenses, which in turn project the picture onto any substance that is set up before the machine. For this purpose, it is preferable to make use of a screen of white muslin or similar surface. On page 86, we give a full list and description of the various lights that can be made use of in projecting motion pictures and also add lists of complete outfits with price, including light, so that our customers may be able to determine exactly what their outfit will cost.

THE MECHANISM.

The Optigraph Moving Picture Machine is fitted with a simple geared mechanism for conducting the film before the lens, and is operated by a crank which is turned by hand. The mechanism is exceedingly simple, and it is almost impossible for it to get out of order. The parts are very light and the cutting of the gear is perfect, rendering the operation of the machine almost noiseless, this fact constituting one of the strongest points in favor of the Optigraph, as the noise from other picture machines has in the past, proven a very objectionable feature; but by means of perfect workmanship and lightness, combined with strength of material, this has been almost entirely dispensed with in the Optigraph.

THE MATERIAL.

The best material is used. The shafting made of the best polished drill rod steel, the gears being machine cut, instead of rough cast as in other machines. The workmanship is the best, and "built like a clock" is a familar quotation, strictly applicable to the machine we are describing.

The lenses are American make, ground to order especially for this machine, and made after the latest and most scientific calculations. They are perfectly achromatic and rectilinear, thus producing the best possible definition.

SIZE OF THE PICTURE.

The machine projects a picture as large as life, if desired, without distortion or indistinctness, and using only the standard or regular size films.

THE LENSES.

Wide angle lenses are furnished, if desired, which will throw a picture 10x13½ feet at a distance of from 40 to 50 feet from the screen. A proportionately larger or smaller picture can be made by increasing or decreasing the distance, or by the use of other lenses adapted for the purpose.

ATTRACTIVENESS OF THE MOVING PICTURE OUTFIT.

So life-like, so true to nature, so perfect in every detail, and with such life like motions are the pictures as projected from these machines, that the audience can scarcely realize that what is before them is merely a picture.

People do not tire of these exhibitions, a fact demonstrated by the almost continuous use of them as an auxiliary feature in the best theatres. By changing the views occasionally, they draw as well as they did when first exhibited, three years ago; and it is a fact that a set of moving pictures, descriptive of a recent event, were recently exhibited for eight weeks continuously at a large Chicago theatre, drawing more money each and every day than had ever been taken in the same theatre before, and this without the assistance of any other entertainment or amusement in connection with it.

WILL A MOVING PICTURE OUTFIT OF THIS DESCRIPTION PAY FROM THE START?

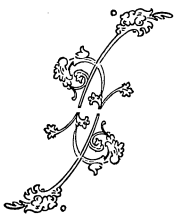
This is a question often asked of us, and times out of number, answered in the affirmative by our friends who have purchased outfits. These exhibitions have been used for the past three years, by the best theatres in the largest cities, and are uniformly successful. People who would not otherwise visit a theatre are attracted by them. Scenes and incidents which could not, in any other way be brought before an audience, are presented in the most novel and attractive manner. Moving pictures have now been long enough before the public to have established and gained a name for themselves; and it is not only in cities where they have been seen, but in smaller towns, where they have not, that

people are interested in, and are talking about them. With a good outfit, therefore (and we furnish no other), and with proper skill in handling, which is imparted by our very ample instruction book, the beginner in the field of exhibition work of this description, can commence operations with the assured knowledge, that he has something to show the people, which the people want to see and will pay for seeing. There is, therefore, no reason why the first entertainment should not be as productive and profitable as those which follow it, and to all who are interested in an honorable and easy method of livelihood, we say that these outfits afford an unusual opportunity to earn a large income from the very beginning.

There is nothing we know of at present which affords so extraordinary an opportunity for making big money from a small investment, as the moving picture machine, with a good outfit of films.

Another and most profitable source of income to the owner of a moving picture machine, is that of public advertising work. For street advertising at night, the moving picture exhibition will attract crowds when nothing else will do so, and this branch of the business alone presents to the enterprising and ambitious man a field so full of possibilities as to almost defy description.

We furnish at a merely nominal price, an outfit and instructions for making up magic lantern slides, so that original advertising slides, with portraits, etc., for which the advertiser will gladly pay well, can be made up and shown most effectively to the crowd, which the moving picture exhibition has gathered together.



WHAT A FEW OF OUR CUSTOMERS HAVE TO SAY ABOUT THE MOVING PICTURE EXHIBITION.

TESTIMONIALS...

They are selections from hundreds of similar testimonials which are the best evidences of the quality of the outfits we furnish and the money-making opportunities they afford

PROF. THOS. WILLS, STEREOPTICON LECTURER.

Calumet, Mich.,

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: The Optigraph came to hand in good order, and while I have been somewhat skeptical, I must confess I am quite surprised in the operation of the machine. It works to perfection, have given two public exhibitions to nearly two thousand people and they are simply delighted. Words of compliment reached me from all sides. The machine is all you claim for it and is a little wonder.

Yours truly, PROF. THOS. WILLS.

GAVE A GOOD ENTERTAINMENT.

"Prof. Thos. Wills showed twice at the Italian hall yesterday, a matinee in the afternoon and another entertainment in the evening. Both were given to crowded houses. The entertainments were for the benefit of the Football Association of the high school, which netted a neat sum from the proceeds. The entertainments were, like all of the professor's, first class in every way, and away ahead of the best traveling companies that have ever shown in Calumet."—Calumet Evening News, Calumet, Mich.

Observe the statement that Prof. Wills had an attendance of nearly 2,000 people at the two entertainments. Figuring the average price of admission at 25 cents, his receipts would amount to $500.00 for the two entertainments. Testimonials from most of the more successful exhibitors we cannot get, as they advertise the machine under another name, believing it best to give the people the impression that they have something which no one else has, and for this reason they do not wish to make a contradictory statement in a letter. Most of the prominent exhibitors use the Optigraph, while the audience believe it to be some other machine.

MESSRS. BECKER BROS. OF KALAMAZOO, MICHIGAN, FIND NO DIFFICULTY IN SECURING A VERY PLAIN AND DISTINCT MOVING PICTURE, ALTHOUGH THEY HAVE HAD NO PREVIOUS EXPERIENCE.

815 Woodward Ave., Kalamazoo, Mich.

Messrs Sears, Roebuck & Co., Chicago,

Dear Sirs: We purchased from you some time ago a moving picture machine and gas making outfit from which we have had first-class results. We have no difficulty in securing a plain, distinct picture with the moving effects although we have not had previous experience along that line. We have received many flattering compliments and frequently been told that our outfit was the best yet seen.

Yours truly, BECKER BROS., Stereoptigraph Co.

REV. MR. THOMPSON OF CHATTANOOGA, TENN., HAD A FIRST AUDIENCE OF OVER 800 PEOPLE.

817 Chestnut St., Chattanooga, Tenn.

Sears, Roebuck & Co., Chicago.

Dear Sirs: I am glad to advise you that I have had fine success with the outfit sent, and that there is nothing not even the standard moving picture machine which will excel your Optigraph and I have seen some display of both it and the stereopticons of your house, and it gives complete satisfaction. At my first entertainment I had an audience of over 800 people. Yours truly, W. F. THOMPSON.

MESSRS. O'BRIEN & ALLMON OF EUTAW, ALA., CLEARED $230.00 THE FIRST MONTH AND $20.00 PER EVENING THEREAFTER.

Eutaw, Ala.

Sears Roebuck & Co., Chicago, Ill.

Gentlemen: Answering yours of recent date, will say that we have been very successful with our Illustrated Entertainment Outfit. Starting out on the A. G. S. R. R. three months since, we stopped at all stations. The first month we cleared $230.00 and during the last two months averaged $20.00 per night, as we did not exhibit in any town of less than three hundred population. Our price of admission is 25 cents for adults and 10 cents for children, and it is not often that we have an audience of less than one hundred.

Very truly yours, O'BRIEN & ALLMON.

Permansnt address: Olney, Ala.

SURPRISING AND GRATIFYING SUCCESS WITH OVERFLOWING AUDIENCES, GIVING EIGHT ENTERTAINMENTS PER DAY.

Terre Haute, Indiana.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: We purchased a moving picture and Graphophone Grand outfit from you over six weeks ago, and have since been giving tent entertainments at fairs through Indiana and Illinois. We are glad to tell you that we have had a most surprising and gratifying success, wherever the attendance at the fair was reasonably good we have had overflowing audiences, showing as many as eight times per day. The moving pictures and the Graphophone Grand were the whole thing, and people who witnessed our entertainments advised their friends to patronize us, which, of course, was the secret of our success. The outfit has paid for itself many times over, and as you served us well, gave us good goods, up to your representations and full value for our money, we are pleased to express our satisfaction with them. Yours truly, WM. F. RAY & SON.

THE OPTIGRAPH CANNOT BE BEAT.

Guthrie Center, Iowa.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I purchased a moving picture machine outfit complete of you a little over a year ago, and am well satisfied with it. It is all O. K., the Optigraph cannot be beat. I now want to purchase a good loud talking machine. Yours truly, J. E. McCANN.

WOULD NOT TRADE THE MACHINE FOR ANY OTHER.

Newton, Kan.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I received the goods on your last shipment all O. K., I am very much pleased with the Optigraph and gas-making outfit. I have seen four or five others of the same kind and I would not trade with any of them. Yours very truly, A. VOELKER.

WORKS TO PERFECTION, COULD NOT GET A HALL LARGE ENOUGH TO SUIT ALL WHO WANTED TO COME.

Kenner, La.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: The moving picture outfit, chosen by my friend and which you sent to me, works to perfection, and the improved gas-making machines give me no trouble whatever. I have had to give three exhibitions in my own town as I could not get a hall large enough to seat all who wanted to come. The Optigraph is, to my mind, the best moving picture machine I have ever seen. Yours truly, S. M. COWEN.

CAPTAIN HAMERSLY OF THE 19TH PENNSYLVANIA NATIONAL GUARDS MAY BE REFERRED TO WITH REGARD TO THE SATISFACTORY WORK DONE AND RESULTS OBTAINED.

Philadelphia, Pa.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen; I have one of your last year's Optigraphs bought by a friend of mine. It is a first-class machine and capable of doing all and more than you claim for it. I have had no trouble with it. You can refer to me at any time and I will answer any inquires I may receive. Keep me posted in regards to new films issued by you.

Respectfully, H. L. HAMERSLY,
Captain Commanding Co. "F" 19th Regt. Inf., N. G. P.

MESSRS. JOHNSON & NARVERUD FIND THE OUTFIT WORKS LIKE A CHARM.

Dassel, Minn.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: Our outfit has arrived and we have given one exhibition, which worked like a charm. The audience were well pleased and we are glad to say that we are very much pleased with our investment and expect to do well with it.

Yours, etc., JOHNSON & NARVERUD.

AN INCOME OF NEARLY $7,000.00 PER YEAR, WITH THREE MONTHS' REST.

Robert Turner, 872 Broadway, Chelsea, Mass., lectured for ten years in a small way for churches, Sunday schools, etc., in England. Has lectured in this country for twenty-six years, making a regular business of it, during which time his season has begun September 1st, closing June 1st of each year, and he believes that he has averaged to give thirty lectures per month. His average charge is $35.00 for one evening, $50.00 for two evenings and $10.00 for afternoons. He had the last week in March booked for twelve lectures, and negotiating for two more, making him an average of two per day. He has delivered in London five lectures in one day. His work is almost entirely confined to churches, societies, etc., and in 95 per cent of his lectures he does his own operating. He has not of late years employed an advance man, his engagements being all made by mail and attended to by his family at home. His entertainment consists of stereopticon views in connection with lecture, and as an auxiliary uses the motion pictures. There are many places where he is expected and does give entertainments every year. In this way, it can be seen that he has practically no expense outside of traveling, cost of advertising posters (which is small), making the receipts an average of probably $25.00 per lecture, with three months left for rest or other occupation. His income for the nine months would probably amount to $6.750.

MR. CHADWICK, OF PARK VALLEY, UTAH, IS MAKING OVER $60.00 PER NIGHT WITH THE OUTFIT.

Park Valley, Utah.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I received the outfit that I ordered from you some time ago and was much pleased with it. It is everything that you said it was. We have just started out and have shown three nights and have taken over $60.00 each night, and everyone who sees our exhibition thinks it is all right. I would like to have you keep us posted if there is anything new in the way of moving pictures, stereopticon views or records for the graphophone. Yours truly, CHARLES CHADWICK.

A PAYING BUSINESS.

Vinegar Works Building, Kingston, Ont.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: Allow me to say the Optigraph is giving great satisfaction, and opens up for a man a paying business. Yours sincerely, A. B. MEREDITH.

THREE ENTERTAINMENTS ALREADY WITH CROWDED HOUSES ALL THE TIME.

Alagany, N. Y.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: Since we have received the Optigraph and Graphophone combined we have given three entertainments with the outfit and have had crowded houses every time. The people are fairly wild to see and hear what we have got to show them and we believe we have a businesss now that will make good money for us right along, as it has exceeded our expectations up to the present time. Yours very truly, G. S. SCOTT.

LEARNED TO OPERATE THE MACHINE IN ONE DAY AND HAS SHOWN SUCCESSFULLY TO THOUSANDS.

Columbus, Ga.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I have found your Optigraph and Stereopticon to be just as you recommended. I have shown to thousands of people and they have all been well pleased and I am living easy. You are at liberty to publish this in your next catalogue if you wish. The outfit is all right. I learned to operate the machine in one day to perfection. Please send me your catalogue of moving pictures to Atlanta, Ga., at once. I notice that you advertise Christ scenes and I want your net prices on same. Respectfully, C. E. HAWK.

PREFERS IT TO ALL OTHER MACHINES.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I have been using your Optigraph moving picture machine for some time, and have seen those of other makes, but would say that I prefer yours to all others, as it is much smaller and therefore easier packed for traveling. It does not flicker like others and does not damage the films in any way whatever, and I am perfectly satisfied with it in every respect. Yours respectfully, IRA DUNNING.

OUR QUALITY THE HIGHEST
OUR PRICES THE LOWEST....

IN PUBLIC EXHIBITION WORK
NOTHING IS GOOD ENOUGH
BUT THE BEST.....

In moving picture work there is no item more important than the film used. We guarantee each film we sell to be not only AS GOOD but THE BEST obtainable, and we sell the highest grade film for the same price charged by some other dealers for cheap copies.

IMPROVED OPTIGRAPH...

No. 21300

MODEL ..1900..

Moving Picture Machine

YOU TURN THE CRANK, THE MACHINE DOES THE REST.

The. ...
Most Perfect
Moving Picture Machine
Ever Made....

PRESENTS A SHARP, CLEAR AND BRILLIANT PICTURE...

Action of the Machine is perfectly free from any flicker, and does not wear or tear the films.

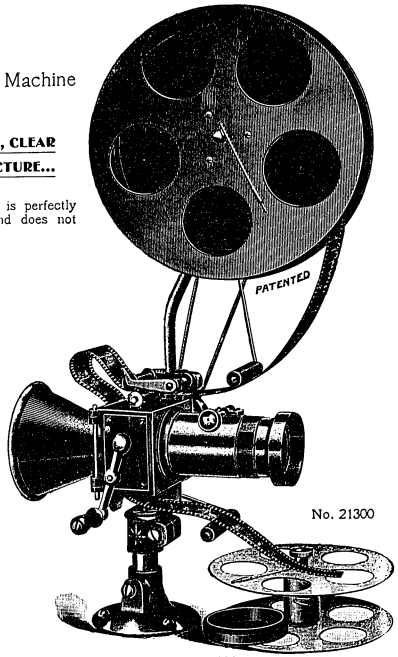
Successfully used in Leading Theatres.

Price . . .

including one set of large lenses, the range of which the customer has the privilege of selecting,

$35.00

Extra Lenses,
either wide, medium or narrow angle,
....$8.00



No. 21300

No. 21300
THE OPTIGRAPH ATTACHMENT, TO BE USED WITH ANY REGULAR STEREOPTICON OR MAGIC LANTERN.

WILL RUN FILMS AS READILY BACKWARD AS FORWARD

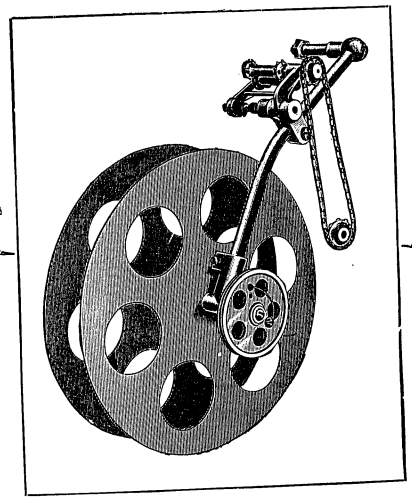
With no stop or complicated adjustment. Uses large lenses of three different ranges, with rack and pinion for adjustment of focus. . . . .

....THE ONLY MACHINE FOR HIGH CLASS EXHIBITORS....

Lower Rewind Attachment...

...FOR THE...

IMPROVED 1900 MODEL OPTIGRAPH MOTION PICTURE MACHINE.



This attachment was designed to fill the requirements of those who prefer to have their films wound up as they pass through the machine, instead of running them into a bag, box or basket. It is constructed on the same plan as the upper reel, except that it has a feeding sprocket to relieve strain from the intermittent motion of the main sprocket wheel. It also has a sprocket wheel which is to be attached to the shaft of the upper feeding sprocket wheel and a chain for connecting the two.

It may be attached to any No. 3 Improved Optigraph, by simply removing the bolt which clamps the Optigraph to the upright post.

PRICE.

No. 21301 Lower Rewind Attachment with two Reels (one for 100 feet and one for 500 feet), extra Sprocket Wheel and Chain..... **$2.50**
No. 21302 Extra Reel for 1200 feet of film..... **1.25**

DESCRIPTION OF THE IMPROVED..

OPTIGRAPH MOTION PICTURE MACHINE MODEL No. 3.

This machine is intended to be used as an attachment to the Enterprise Instantaneous Combination Stereopticon (see combined illustration on page 10), or with other magic lantern or stereopticon.

It will run the films backwards as well as forwards without stop or complicated adjustment. This will double the length of the exhibition and is one of the most entertaining and novel features in connection with the motion pictures.

It has large reels, accommodating as high as 500 feet of film, and can be furnished with an additional automatic reel, which will wind up the films while the machine is running. In this way, a whole exhibition may be put on the reels at once, and thus dispense with the necessity of changing films during the exhibition.

Two reels of different sizes are furnished with the machine and others may be had at any time.

It has large size interchangeable lenses of the finest quality. The lenses for different sizes of pictures can be changed instantly.

It has rack and pinion for adjusting the lenses to focus.

It has an automatic spring door catch, which is a very great convenience.

It has an auxiliary feeding sprocket, which allows the reels to revolve with a regular and steady motion.

It has a spring actuated roller for holding the films in contact with the main sprocket wheel thus preventing all friction and insuring the perfect steadiness of the picture.

It has an extra heavy balance wheel, which gives the machine an even motion, and has a beautiful nickel plated balanced ball crank handle.

Lenses of three different ranges may be had, so as to project three different sizes of pictures without changing the location of the machine.

It will project pictures of any size and at any distance, and is guaranteed to do any work that any other motion picture machine will do, and to do it better.

For durability and workmanship the Optigraph has no equal. It is made of the finest material, by the best workmen, and no pains or expense have been spared to make it as nearly perfect as possible. The Optigraph stands so far

ahead of any other motion picture machine on the market, that up-to-date professional exhibitors will use nothing else

Every part is made of the very best material, finished in the best possible manner, on the finest automatic machinery, and the size and proportions of the different parts have been so carefully studied and arranged that the Improved Optigraph is as far ahead of other motion picture machines as the best American watches are ahead of the old fashioned Verge Bull's Eye Watches.

THE IMPROVEMENTS.

The reels are large, will hold an entire exhibition, work smooth and easy, never clog, and will run the film backward just as easily as forward. Two reels are furnished with each machin . The large reel will carry about 500 feet of film, which adapts it to the use of long films, or as many as ten 50-foot films joined together can be used The small reel will hold about 150 feet of film, and is more convenient when using short films.

The spring actuated roller runs on small pivots and holds the film against the main sprocket wheel in such a way as to create no friction and prevent all possible injury to the film. A spring guide is on the Optigraph to press gently against the edge of the film and thus prevent all side shake in the picture.

There is positively no friction on the picture surface of the film, for which reason the films will last almost indefinitely. In fact, we never have seen a film that had been injured on the Optigraph. This cannot be said of other machines, as there are some on the market which will ruin a film after being run a few times.

The lens tubes are larger than the old model lenses, are 1½ inches in diameter, are interchangeable and will be furnished in three different ranges. One set only is included with the machine at the price quoted, and where the two extra lenses are not ordered with the machine, we advise the use of the No. 1 (medium range) lens, as being the best adapted to general requirements for electric and calcium light.

RUNNING FILMS BACKWARDS.

To reverse the film and run it backward, it is only necessary to turn the crank in the opposite direction. Motion pictures, when produced backward, will create more intense merriment than anything in this line that could be imagined. For example: In the fire run, the wagons come first, with the horses following, but going backward on full gallop. In a diving scene, you see a splash of water, the diver comes up from under the water feet first, goes high in the air, turns over, alights on his feet and runs backwards, and the other divers follow in the same order.

SIZE OF PICTURES.

The size of picture that can be projected with the Optigraph is unlimited and depends entirely on the distance which the machine is set from the screen.

The reason for making lenses of different range is to enable the operator to set his machine in the most convenient part of the house and at the same time, get a picture of the desired size. The further away from the screen the machine is set, the larger picture it will project.

No. 1 Lens is called a medium angle or long focus and will project a picture about 10x8½ feet when set at about 45 feet from the screen.

No. 2 Lens is called the wide angle or short focus and will project a picture about 10x8½ feet at 30 feet from the screen.

No. 3 Lens is called the narrow angle or long focus and will project a picture about 10x8½ feet at 55 feet from the screen.

Any of the above lenses will project larger or smaller pictures by locating the machine nearer to or farther from the screen; thus the lens described as No. 2, would at 50 feet from the screen, project a picture about 15x18 feet, and greater distances in the same proportion. A change of lens, with which to work at different distances is a great convenience, and preferable to what is known as adjustable lenses, which do not give real satisfaction.

The rack and pinion for the adjustment of focus is a very great convenience, and will be highly appreciated by all who use it for obtaining the finest possible detail in the pictures.

FILMS.

Any regular American or French picture film can be used on the Optigraph. The standard width is 1 5-16 inches.

DESCRIPTION.

The height of the machine is 19 inches to top of reel; length from back of machine to front of lens tube about 5 inches, and width over all about 8 inches; weight about 5 pounds.

The frame of the Optigraph is finished in dark green enamel; the gate, lens tube, front plate, balance wheel, crank and reel brackets are all nickel plated.

The dimensions of the Optigraph given above, are such as long experience and the matured judgment of experts, has proven to be most practical, in order to get the best results and to involve the least wear and tear on the machine and films, of any moving picture machine made. It is a mistake to suppose that it is necessary to have a large machine in order to obtain durability and good work. The Optigraph is made of the finest material, finished by the best workmen. It has never been known to break in actual use, and they have made records for durability which are unequaled by any other machine. The fact that cast iron and other low grade materials, are cheaper than fine material and good workmanship, supplies the reason why some types of projecting machines are made so unnecessarily heavy and cumbersome. Letters which we quote on pages 27 and 28, and which are written by some of the finest and most experienced experts in the moving picture business, should conclusively settle this question, as well as the durability and thoroughly practical nature of the Optigraph.

ATTACHING TO STEREOPTICON.

The Optigraph Motion Picture Machine may be used in connection with any stereopticon or magic lantern. It is only necessary to secure the instrument by screws to the end of a board about 30 inches in length, setting the stereopticon behind it and at the other end of the board. When attached, however, to our regular Enterprise Stereopticon, use can be made of our patent, adjustable sliding device, the effect of which is instantaneous in changing the machine from a moving picture instrument to a stereopticon, or the reverse, as desired. No means of making such a rapid change has ever before been devised or put into practical use.

PRICES:

No. 21300 The Improved Optigraph No. 3, with one lens tube and lenses, choice of Nos. 1, 2 and 3, and two reels, one large and one small..... **$35.00**

No. 21311 Extra lens tube with lenses complete, either Nos. 1, 2 or 3..... **8.00**

No. 21312 Extra large reel, carrying 1,000 feet of film, if desired, **1.75**

NOTE.—The exhibitor will find it very convenient to have a full set of lenses, so as to enable him to work at any distance from the screen.

A Triple Combination

...CONSISTING OF...

THE GRAND GRAPHOPHONE,
THE STEREOPTICON LECTURE OUTFIT
AND THE MOVING PICTURES

IS A PROPOSITION WORTHY OF ANYONE'S ATTENTION.

●●●

IT WILL PAY FOR ITSELF IN A FEW EXHIBITIONS.

Points of Superiority.

No. 1. A guide spring which rests against the edge of the film is made a special feature of the Improved Optigraph, and is a special point of merit, as it prevents the side vibration of the picture.

No. 2. Steady pictures are one of the most important and valuable features of the Optigraph Motion Picture Machine, and this is a point which is appreciated and praised by all exhibitors who have used other motion picture machines. This feature is due to the perfect workmanship, superior material and lightness of parts. It is impossible to get steady pictures with the heavy, clumsy machines of other makes, which are made of cheap material and not properly fitted.

No. 3. Compactness and lightness is a feature in the Optigraph that will be appreciated by exhibitors who have used other machines. It is easy to handle, easy to move about from place to place, can be carried in a small hand case or satchel, while other machines must be moved by express, wagon or dray, and the transportation charges on railways soon amount to a considerable sum.

No. 4. Simplicity is a feature which distinguishes the Optigraph from all other machines. It is so simple that a child can run it. As many as ten films can be cemented together, making up an entire exhibition, which can be placed on the machine and all the operator has to do is to turn the crank; the machine does the rest.

No. 5. The absence of noise is a feature of great value in the Optigraph Motion Picture Machine. With other machines the noise is so great that, as a rule, it is necessary to keep a piano or other musical instrument going while the motion pictures are being shown, to prevent annoyance to the audience. The Optigraph works with a motion that is so smooth, easy and perfect, that there is almost no noise.

No. 6 The capacity of the Optigraph is almost unlimited. It has been successfully used to project a picture 25 feet square, a distance of 190 feet diagonally across a street, in one of the largest cities to the top of a high building, in a locality where there was much street illumination. Other well known motion picture machines were tried on this work, but failed where the Optigraph was successful

No. 7. There is an entire absence of friction on the picture surface of the film, thus doing away with the long scratches which are often seen on the films used in other machines.

No 8. No vexatious delays need be experienced, as the small number of parts used, the perfect construction, strength of material and freedom from complication, render it almost impossible, with fair usage, for the machine to get out of order All parts are interchangeable.

No. 9. This machine can be fitted with automatic rewind attachment, which takes the film up and rewinds it as it goes from the main reel. This attachment is, however, not shown in our illustration, nor is it absolutely necessary, as the Improved Optigraph will run the film backward and forward with equal ease and facility, whether provided with this attachment or not. Some operators prefer it, however, as a matter of convenience, and we can furnish it, if desired, at an extra price of $7.50.

THE.... DURABILITY

And Wearing Qualities of the Optigraph

Pointed Out

By some of the Leading Public and Professional Exhibitors in the Country

MESSRS. LESTER & KENT ARE KNOWN THROUGHOUT THE ENTIRE NORTHWEST AS THE LEADING PURVEYORS OF AMUSEMENT ENTERPRISES OF ALL DESCRIPTIONS. THEIR TESTIMONY AS TO THE LENGTH OF TIME THAT FILMS HAVE BEEN RUN IN THESE MACHINES WITHOUT INJURY, IS STRICTLY IN POINT.

St. Paul, Minn.

Gentlemen: The improvements you are adding to the new Optigraph are just what it needs to make it the most satisfactory machine on the market.

We find the Optigraph gives good results and is very convenient in every way, but perhaps the best thing we can say is that after running our films constantly for a year, and some of them twice a day, we find our stock in about as good condition as when we purchased it. Wishing you every success, we are

Very truly, LESTER & KENT.

MR. WILL L. SMITH, OF DECATUR, ILL., WHO HAS BEEN IN THE PROFESSIONAL SHOW BUSINESS THE BEST PART OF HIS LIFE, CONTRIBUTES A MORE THAN ORDINARILY VALUABLE TESTIMONIAL TO THE SUPERIOR POINTS OF MERIT OF THE OPTIGRAPH MOVING PICTURE MACHINE.

Decatur, Ill.

Gentlemen: Have been using your Optigraph for the past eighteen months, and am satisfied it is the best moving picture machine on the market. They invariably say, "Your machine doesn't flicker and hurt the eyes as other machines do—makes no noise at all and the pictures are sharp and clear; much better than any we ever have had here." While giving an entertainment in Power's Grand Opera House in this place (Decatur, Ill.), Mr. Fred Given, the manager, came across the house to where I was operating the Optigraph and said. "Well! There's no use talking; you've got the best machine that's ever been in this theatre and we've had them all." My films are in as good condition now as when I commenced using them.

Wishing you every success, I remain, sincerely yours, WILL L. SMITH.

THE PEERLESS ENTERTAINMENT COMPANY, WITH HEADQUARTERS IN CHICAGO, DO NOT HESITATE TO DESCRIBE THE OPTIGRAPH AS "THE BEST MOVING PICTURE MACHINE NOW ON THE MARKET."

En Route, Saginaw, Mich.

Gentlemen: Have been using your Optigraph Moving Picture Machine for nearly a year and have found it very satisfactory, and believe it to be the best moving picture machine now on the market. Have seen many so-called picture machines, but none seem to enthuse an audience as the Optigraph, and your new model for 1900, with late improvements, is, in my judgment, the peer of all, and if it can be attached to the one we have been using would prefer to have all the late improvements. Please advise us the cost of same. Awaiting your prompt reply, I am,

Yours very truly, J. W. HAWXHURST, of the "Peerless Ent. Co.

MR. BOSWELL HAS BEEN KNOWN IN CHICAGO FOR MANY YEARS AS AN EXHIBITOR OF GREAT EXPERIENCE, AND HAS HIMSELF SHOWN THE MOVING PICTURES IN MORE THAN ONE LARGE CHICAGO THEATER.

Chicago, Ill.

Gentlemen: During the past nine months I have used your Optigraph Moving Picture Machine, during which time I have had it on exhibition at the London Museum, in this city, giving on an average of nine exhibitions per day, and have passed through the machine ten films at each exhibition. I have found your machine to give the best results of any Moving Picture Machine I have ever seen or used, and certainly a great source of satisfaction to me is the fact that during all the time I have used it, it has never given me any trouble, and my films will last almost indefinitely, for they are not injured in this machine as they were by other machines which I have used. I am so well pleased that I feel it my duty to extend to you my compliments.

Yours very truly, D. E. BOSWELL.

THE OPTIGRAPH IS PERFECT.

New York, corner 61st St. and Amsterdam Ave.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I have tried my stereopticon and moving picture machine last night, and it proved itself to be a wonder for the price. I must acknowledge, I expected a little trouble with the light, as it was the first time for me to see or operate a calcium light, but I had no trouble whatever and the Optigraph is perfect. I expected to see a lot of jumping and jerking in the pictures as the price is so small but I must say that if I paid $100.00 for a moving picture machine it could not produce a more perfect motion picture. I am perfectly satisfied with my investment. I am, yours truly, D. HOFFMAN.

THE OUTFIT IS BETTER THAN EXPECTED.

Sears, Roebuck & Co., Chicago, Ill. Springview, Keyapaha Co., Neb.

Gentlemen: We received the stereopticon and moving picture entertainment outfit that we ordered from you and are more than pleased with it. The outfit is better than we expected, and we thank you very much for sending even better instruments than we ordered, and we shall cheerfully recommend you as a firm that is cheapest and best to buy from, and that you handle orders with attention and dispatch. Yours truly, S. E. JOSIASSEN.

A SUCCESSFUL TRIP THROUGH THE NEW ENGLAND STATES.

Sears, Roebuck & Co., Chicago, Ill. 69 Hamilton Ave., Patterson, N. J.

Dear Sirs: Your catalogue of entertainment goods has been received. I have a '99 model Optigraph with stereopticon, purchased from you in May, at a cost of a $150.00. With this outfit I have travelled through the New England States and met with good success. I would like to know what you would charge to exchange my model for the latest, holding 500 feet of films, which is the best way, for it saves time.

Yours truly, CHARLES L. RITTER.

ABOUT OUR PRICES:

The old method of supplying public exhibition outfits, has been to charge about five prices, and the exhorbitant figures that have generally been asked have kept this professional work out of the reach of men of modest means. For example: Such an outfit as we furnish with any of our panoramic lectures, and which we figure at about $25.00, was for many years sold at $125 00 and upwards. The animated moving picture outfits when they first came out, were sold at several thousand dollars, hence they only came within the reach of a very few, and were only to be seen in the largest opera houses and in the principal cities. New original and copyrighted panoramas, especially those representing our war in the Philippines and the Transvaal subjects, which were gotten up at a very great expense, were furnished at even ten times the price we ask. These seemingly and perhaps really exhorbitant prices were, as a matter of fact, necessary, because the business done was very limited and the expense of getting together these panorama exhibition outfits had to be borne by the very few people to whom they were furnished.

We have entirely changed this price condition by getting up our exhibition outfits in large numbers, and while the general expense of getting the outfits together has been not only as large, but far greater, owing to the wide field we have covered, and the entire disregard of expense in offering our patrons the newest, the best and the most popular, our extremely large sales enable us, by quoting a price based on the actual cost of production, with but one profit added, to furnish you such an exceptional outfit as you could not get elsewhere, and at but a small fraction of the price which has always been asked by other furnishers of exhibition outfits.

Our low prices bring this money-making exhibition work within your reach, within the reach of almost everyone; enables the young man with less than $100.00 to make a start with a complete panorama outfit, combined with the ever popular combination of graphophone and illustrated song, and those with only slightly larger capital to start at once, with an outfit which will insure them success in the larger cities, opera houses and theatres, with profits increased ten-fold at a comparatively slight addition to the investment.

OUR 1899 MODEL OPTIGRAPH...

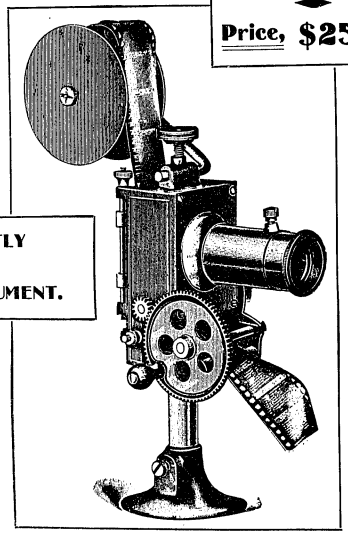
THE MACHINE THAT MADE THE NAME FAMOUS.

Throws a Sharp, Clear Picture Up to 20 Feet in Diameter.....

No. 21200

Price, $25.00

Can, at purchaser's option, be fitted with lens of differing range without additional expense.



Better today than other Projecting Machines sold for $50.00 and $75.00.

A STRICTLY HIGH GRADE INSTRUMENT.

INCLUDES...

EXTRA REEL

for rapid rewinding of films.

USED AS AN ATTACHMENT FOR MAGIC LANTERNS AND STEREOPTICONS.

No. 21200 Optigraph Attachment, 1899 Model, for Magic Lanterns and Stereopticons - - **$25.00**

No. 21206 Stereopticon combined with this model, complete with either Calcium Burner or Electric Arc Lamp - - - - - **54.00**

FOR OUR FULL DESCRIPTION AND BINDING GUARANTEE ON ....THIS INSTRUMENT, SEE OPPOSITE PAGE....

Description....

OF THE Optigraph Moving Picture Machine

MODEL 1899.

The 1899 model, is the machine which first made the name of "Optigraph" famous, and by the excellence of its construction and mechanism, worked a revolution in the moving picture machine business, and made it possible to offer an instrument of this description, capable of the highest class of work, at a figure, which in comparison with the prices charged for inferior machines, appeared only nominal. It is made with the same care and of the same high grade material as the 1900 model already described, and is capable of thoroughly first-class work in the projection of moving pictures. It differs from the improved model only in the following respects:

It has but one reel on which the roll of films is placed, this reel having an outside capacity for 150 feet of film only. It is, however, provided with an extra reel for re-winding film, the speed of which is quite high, so that but a few minutes are required to wind up the films used for an exhibition.

The machine is furnished ordinarily with a lens of medium range, throwing a picture about 10x8½ feet a distance of 45 feet. A wider range lens can, however, be supplied, if desired, without additional cost, or extra lenses, so that the machine may be used at varying ranges at a cost of $6.50 only for each such additional lens.

The set screw on the top of the lens barrel is used to hold the lens in position after it has been focused. In focusing, the lens tube is turned to place by hand instead of using a rack and pinion. Two springs, instead of roller, hold the film in place against the sprocket wheel.

This Optigraph does excellent work and has attained a great popularity with the highest class of exhibitors, three of the leading Chicago theatres being amongst the many places where it has been successfully exhibited.

To those who wish to economize, this machine will fill the requirements, but to those who appreciate the greatest amount of convenience, the facility with which films can be run either backward or forward, and the capacity for carrying large rolls of film, we recommend the improved model 1900.

A BINDING GUARANTEE.

The Optigraph is positively guaranteed to be the best moving picture machine on the market, and to be as represented in every respect. The purchaser of one of these machines runs no risk whatever, for if it is not found to be exactly as represented, and satisfactory in every respect, it can be returned to us and the money paid will be cheerfully refunded. We have experimented with a very large number of projecting machines now on the market, and know that the Optigraph far excels them. We are, therefore, glad to give this guarantee, and are willing that the machine should stand strictly on its own merits. The guarantee applies to either model of the Optigraph and to its combination with the Enterprise Stereopticon.

THE LATEST INVENTION.

FOR DETAILED DESCRIPTION SEE OTHER PAGES

OPTIGRAPH AND ENTERPRISE STEREOPTICON

FOR THE PROJECTION OF BOTH....

...ANIMATED OR MOTION PICTURES AND STEREOPTICON VIEWS...

THE CHANGE FROM ONE TO THE OTHER CAN BE MADE IN TWO SECONDS.

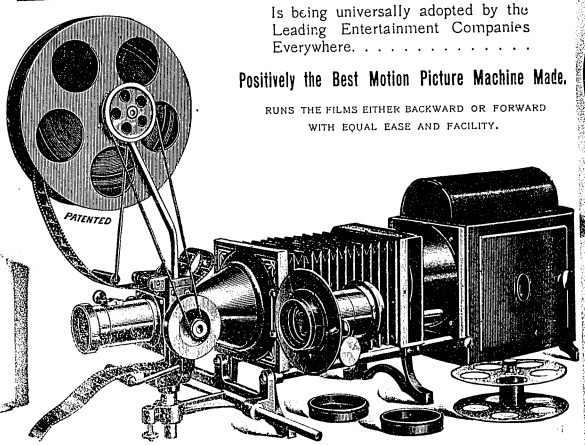
...THE...

INSTANTANEOUS COMBINATION

Is being universally adopted by the Leading Entertainment Companies Everywhere. . . . . .

Positively the Best Motion Picture Machine Made.

RUNS THE FILMS EITHER BACKWARD OR FORWARD WITH EQUAL EASE AND FACILITY.



A First Class Stereopticon and the Only Successful Combination.

This combination is the most perfect instrument for the projection of both Motion Pictures and Stereopticon or Magic Lantern Views ever made, and the price the lowest. Especially adapted to a combination of illustrated Song or Lecture Work and Motion Pictures.

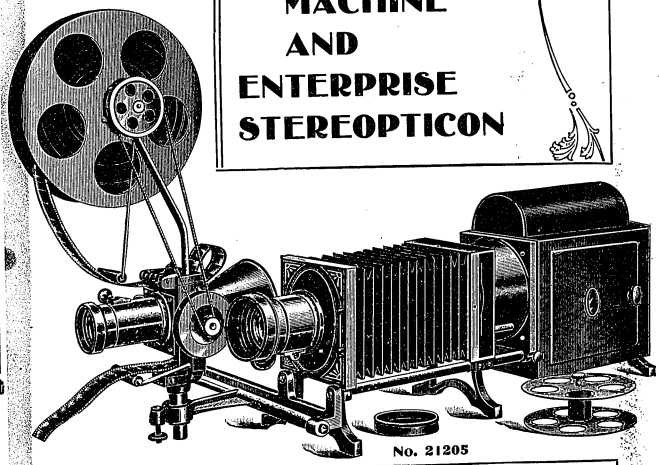
No. 21206 Price with Stereopticon, Lenses and the Old Model Optigraph, all complete, - - - - - **$54.00**

No. 21205 Price with Stereopticon, Lenses and the Improved Optigraph, Model No. 3, all complete, - - - **64.00**

THE INSTANTANEOUS COMBINATION

OPTIGRAPH

MOTION PICTURE MACHINE AND ENTERPRISE STEREOPTICON



No. 21205

CUT SHOWS THE STEREOPTICON LENS IN POSITION FOR USE AND THE MOTION PICTURE MACHINE OUT OF THE WAY.

FOR PRICES . . . .

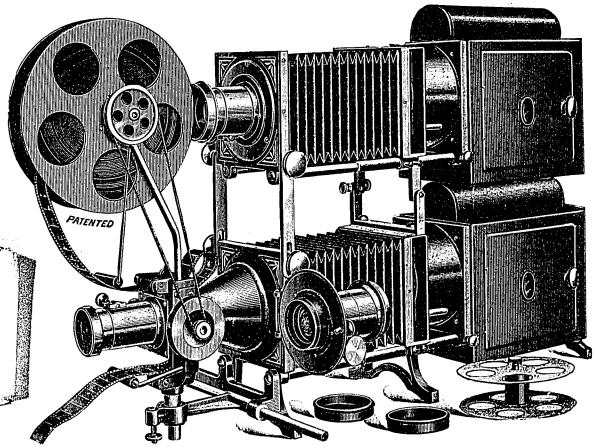
AND VIEW SHOWING MOTION PICTURE MACHINE IN POSITION AND STEREOPTICON LENS OUT OF THE WAY, SEE OPPOSITE PAGE.

..The Enterprise Double Dissolving..

STEREOPTICON

WITH IMPROVED OPTIGRAPH MODEL No. 3 AND THE INSTANTANEOUS COMBINATION ATTACHMENT.

The Operator can show Dissolving Stereopticon Views and change to Motion Pictures within two Seconds.



No. 21225

THE ENTERPRISE DOUBLE DISSOLVING STEREOPTICON IS A FIRST CLASS INSTRUMENT IN EVERY RESPECT

For further description of Stereopticon see other pages.....

PRICE, COMPLETE, - - - - $94.00

See Pages 57 to 67 for Prices on Complete Special Illustrated Lecture Outfits.

...PRICES... ...of Public Exhibition Outfits

That anyone with very limited capital can make a start at once, we have arranged our public exhibition outfits, not only with a view to accommodating all tastes as to character of exhibition, but at the same time, make it possible for anyone to make a start in the public exhibition work, with the investment of a very small amount of money.

ANY OF THE OUTFITS IN THIS LIST CAN BE CHANGED OR ADDED TO, AT PURCHASER'S OPTION. ITEMS CAN BE OMITTED ALTOGETHER OR OTHERS SUBSTITUTED WITH PROPORTIONATE CHANGE IN PRICE. THE OUTFITS HAVE BEEN MADE UP ONLY AS SUGGESTIONS, SHOWING ABOUT WHAT WE WOULD CONSIDER ADVISABLE AND POSSIBLY TO ASSIST OUR CUSTOMERS IN MAKING THEIR OWN SELECTION.

For $23.75, we furnish our complete Talking Machine Exhibition Outfit, and many of our most successful exhibitors who are now equipped with our complete moving picture, magic lantern, panorama and talking machine exhibition outfits, made their first start by the purchase of our $23.75 complete Talking Machine Exhibition Outfit.

$23.75 is sufficient capital with which to engage in the public exhibition work, if you cannot spare more to make the start. We recommend our $54.50 Philippines, and the Spanish War Outfit, or the similar outfit on the Boer War, described on page 36, for $54.50, or either outfit in combination with our $23.75 Talking Machine Outfit, as a complete outfit to start, but if you do not feel able at once to invest in the moving picture outfit, any one of our exhibition outfits for $23.75 will afford you a start, a means of making and accumulating money, so that from time to time you can add to your exhibition outfit, until you are equipped with our complete grand combination for public entertainment exhibitions.

OUTFIT No. 21040.

FOR $23.75 WE FURNISH THIS, OUR COMPLETE TALKING MACHINE EXHIBITION OUTFIT,

which consists of one Gem Graphophone with oak carrying case, large 26-inch amplifying horn and hearing tubes for two persons, 24 best musical or talking records, 1,000 posters, large size, 14x21 inches, 1,000 admission tickets, one rubber printing outfit with movable type for filling in dates, place where exhibition is to be given, etc., including everything needed for public exhibition entertainments; everything ready to go to work at once. This complete outfit will be found fully described on pages 96 and 97 in this catalogue. Price....**$23.75**

OUTFIT No. 21194.

OUR $53.00 MAGIC LANTERN PANORAMA PUBLIC EXHIBITION OUTFIT,

the Spanish-American War and the Philippines illustrated, is one of the latest, best and most interesting of our lecture outfits. This grand complete public exhibition outfit ready for work consists of fifty-two magnificent photographic views for stereopticon work, of which ten are beautifully hand-painted; one polished wood view case, one high grade stereopticon, in polished wood carrying case, one large white screen, one comprehensive lecture, bound in book form; 1,000 large illustrated advertising posters, 1,000 exhibition admission tickets, one rubber printing outfit with movable type, etc., all ready for work. Full description of this outfit will be found on pages 58 and 63 in this catalogue. Price.....**$53.00**

With this complete exhibition outfit you are at once ready to do your advertising, take care of your audience, entertain them and make money from the start. The complete outfit starts you at once into a profitable, money-making business.

The moving picture attachment, with several moving picture films added to this entertainment, will greatly improve it, add to its money-making possibilities, but is not absolutely necessary. You can make your start with this outfit, and with part of the net profits from your exhibition work, add the moving picture attachment to the talking machine outfit, and such other additions as you wish from time to time.

OUTFIT No. 21195.

THE BOER AND ENGLISH WAR MAGIC LANTERN PANORAMA EXHIBITION OUTFIT FOR $53.00

consists of the same stereopticon and general equipment as No. 21194. It is furnished with 52 magnificent photographic views illustrating the Transvaal country and the Boer-English War instead of the Philippine pictures..**$53.00**

OUTFIT No. 21440.

GRAND $146.00 PROFESSIONAL COMBINATION ANIMATED MOVING PICTURE MAGIC LANTERN PANORAMA AND TALKING MACHINE PUBLIC EXHIBITION OUTFIT,

ensures success and enables you to do as well from the very start as it is possible to do with an exhibition outfit. To make as much money daily as those whose testimonials we have reproduced in this book, and representing hundreds of others who have done the same or better, we, of course, recommend where you have or can raise the money, that you get one of our big combination animated moving picture outfits, for with this outfit you can make cities and large towns as well as smaller towns and villages. You can fill almost any hall, church, school house or opera house. You can charge a larger admission fee. You will be almost sure of making from $20.00 to $50.00 every night.

No experience is necessary to operate our combination outfit. No previous experience is necessary to begin the public exhibition work at once, for our complete book of instructions tells you just what to do and how to do it Our big $146.00 Combination Outfit places in your hands at once, the most complete, up-to-date and all-absorbing, all-interesting exhibition outfit on the market, including our celebrated animated pictures as thrown on the screen by our Optigraph moving picture device, and our very finest achromatic projecting lenses and magic lantern apparatus.

Our $146.00 Combination Public Exhibition Outfit No. 21440, which is fully illustrated and described in this book, includes the following complete outfit:

ONE HIGH GRADE ENTERPRISE STEREOPTICON, combined with No. 21200 Optigraph Moving Picture Machine, used with instantaneous sliding attachment.

ONE FINE WHITE SCREEN, 12x12 feet, provided with ropes and loops for making extension.

FIFTY FEET OF OXYGEN GAS AND FIFTY FEET OF HYDROGEN GAS, for calcium light, stored under pressure in perfectly sealed and valved steel tanks, ready for use at a moment's notice. These tanks remain the property of the Calcium Light Company which supplies the gas and must be returned when empty. A deposit of $5.00 per tank is charged to insure their return, which is refunded when the tanks are sent back. This deposit is not included in the price of $146.00.

ONE PRESSURE GAUGE, with connection for attachment to gas tanks for measuring amount still in reserve.

ONE SET OF 52 MAGNIFICENT STEREOPTICON PHOTOGRAPHIC VIEWS, of which 10 are colored and 42 plain. Selection may be made from any of our regular sets, or may be assorted, if preferred.

ONE DOZEN BEST LIMES, for use with hydrogen and oxygen gas in producing calcium light.

ONE DOZEN FINE COMIC PHOTOGRAPHIC VIEWS, taken from life models; regular professional stereopticon size.

THREE 25-FOOT FILMS, any selection desired from our catalogue.

THREE 50-FOOT FILMS, any selection desired from our catalogue.

ONE HIGHLY COLORED MOVABLE SLIDE, "Good Night" in wreath.

ONE COMPLETE GRAPHOPHONE CONCERT OUTFIT, consisting of the following:

COMPLETE TALKING MACHINE in case, fitted with extra loud reproducing diaphragm, suitable for exhibition work.

TWO DOZEN loudest and best selected musical and talking exhibition records.

ONE EXTRA LOUD, 26-INCH, AMPLIFYING CONCERT HORN, with plated stand.

1,000 ILLUSTRATED ADVERTISING POSTERS, for announcing entertainments. 1,000 exhibition admission tickets, one set of fine movable rubber type for filling in dates and places of giving exhibitions. Price.....**$146.00**

OUTFIT No. 21441.

OUR $250.00 GRAND COMBINATION ANIMATED MOVING PICTURE PANORAMA PUBLIC EXHIBITION OUTFIT.

For $250.00 we furnish our professional exhibition outfit for giving public exhibitions in the largest cities as well as in the small towns and villages.

For $250.00 we furnish such a public exhibition outfit as was never before prepared and offered by any other house. Our $250.00 public exhibition outfit includes the very latest, up-to-date and improved Optigraph, our very finest panorama magic lantern, with finest achromatic lenses, the very best and most expensive animated moving pictures, any one of our very complete exhibition magic lantern panoramas and our No. 21010 or Concert Talking Machine, with two dozen, carefully assorted, best, loudest and newest exhibition records; also handsome carrying case and our own specially made 42-inch brass horn for amplifying and increasing sound.

With our $250.00 Public Exhibition Outfit you are prepared to contract with any opera house, public hall, church, school house or other public place, either on a commission, rental or otherwise. You are assured, by following our instructions, of an income of from $20.00 to $100.00 every night.

To the professional men who have been engaging in the public exhibition work, who have been exhibiting with the ordinary magic lantern, with the old style of moving picture outfit, with the various kinds of public entertainments, the professional men who understand and appreciate what a crowd-drawing, hall-filling proposition it is, we invite your attention, especially to the careful consideration of our $250.00 grand combination public exhibition outfit.

To the inexperienced man who wishes to start in the public exhibition work, who will follow our book of instructions carefully, who will do just what we tell him to do, in so doing, is assured of making $20.00 a day and upwards, and if he is prepared to make an investment of $250.00, we especially recommend our very complete combination public exhibition outfit, which we offer at $250.00.

No. 21441 Our $250.00 Combination Moving Picture Public Exhibition Outfit, consists of:

ONE HIGHEST GRADE PROFESSIONAL STEREOPTICON, fitted with finest imported condensing lenses and achromatic long focus projection lenses, with latest style inter-tube calcium jet, when intended for use with calcium, gas or with electric arc lamp, if preferred, combined with latest 1900 model improved optigraph moving picture machine, and instantaneous device for changing from stationary to animated pictures.

ONE NEW IMPROVED GAS GENERATING OUTFIT, with absolute safety saturator and registering gauge. One set of chemicals, limes, etc., for generating and using gas, sufficient for two weeks' work.

ONE FINE WHITE SCREEN, 10x14 feet, provided with ropes and loops for making extension.

ONE SET OF FIFTY-TWO MAGNIFICENT STEREOPTICON PHOTOGRAPHIC VIEWS, of which 10 are colored and 42 plain. Selection may be made from any of our regular sets, or may be assorted if preferred.

TEN FINEST AND BEST 50-FOOT MOVING PICTURE FILMS, selected from our latest list, and guaranteed.

ONE UNIQUE ILLUSTRATED SONG, with beautiful hand painted photographic slides, selected at customer's option, from our list of illustrated songs.

ONE COMPLETE OUTFIT FOR ADVERTISING SLIDE WORK, special dry plates for the stereopticon slides tools and ink for making up slides, with full instructions for doing the work.

ONE COMPLETE GRAPHOPHONE OR TALKING MACHINE OUTFIT, consists of the following, viz:

ONE CONCERT GRAPHOPHONE, with extra loud automatic reproducing diaphragm, one recording diaphragm. Handsome oak carrying case, etc., complete with appliances.

TWO DOZEN FINEST MUSICAL AND TALKING RECORDS, your own selection.

ONE OF OUR SPECIAL 42-INCH BRASS AMPLIFYING HORNS, enormously increasing the volume of sound from any talking machine.

ONE SPECIAL TRAVELING CASE, for records with thirty-six divisions, provided with lock and key, and made in most substantial style.

1,000 ILLUSTRATED ADVERTISING POSTERS, for announcing entertainments.

1,000 EXHIBITION ADMISSION TICKETS.

ONE SET OF FINE MOVABLE RUBBER TYPE, for filling in dates, and places of giving exhibitions.

WITH EITHER OUR $150.00 OR $250.00 COMPLETE PUBLIC EXHIBITION OUTFIT

you can start to work immediately, do your experimenting for a day or two in your own home, until you are able to operate all the different machinery perfectly; follow our rules for operating, read and re-read our printed lecture, which goes with every outfit. Within three days after the complete outfit is received, you can be prepared and ready to deliver your first public exhibition. As a suggestion: Make the towns in your own county first, then in the adjoining counties, and the first season at least, by traveling fifty miles from your home in every direction, you should be able to give a hundred exhibitions with a net profit from each of at least $25 00, or $2,500.00, and all expenses. With the experience of the first season you will, no doubt, wish to enlarge your public exhibition outfit by taking on additional entertainment features that will enable you to make two or three night stands. In this way, you will be able to lessen your expenses and greatly increase your profits. You will be encouraged to make the public exhibition work your permanent occupation.

OUTFIT No. 21442.

OUR GRAND TRANS-CONTINENTAL EXHIBITION OUTFIT FOR $430.00.

$430.00 buys the most complete public exhibition outfit we handle, and so far as we are able to learn, the most interesting, biggest money-making, most complete public entertainment outfit ever offered by us, or any other house.

The Animated Moving Pictures, Fine Stereopticon Moving and Stationary Pictures, Plain and Colored Panorama Views, Combination Moving Picture and Stereopticon Panorama, Talking Machine, and Grand Combination Entertainment Exhibition, our $430.00 outfit, far eclipses any outfit ever before furnished.

You can make big money from the start with this, our Grand Trans-Continental Panorama Outfit.

After you have had previous experience, you will make the larger towns and cities, and as your expenses are very low, for you are not compelled to take a company of people with you, your exhibition outfit is a house-filler, and will net you $50.00 and upwards, every night. You will no doubt make cities where the total cost of the outfit will be almost, if not fully, made in one night. You will find it the greatest exhibition money puller before the public.

If you have had no previous experience, and are thinking of engaging in the public exhibition work, if you wish to eliminate almost every possible chance of failure, if you wish to start in such a way as to get the greatest possible assurance of a big success from the start, we advise you by all means to take our Grand Trans-Continental Public Exhibition Outfit, the finest and most complete outfit we furnish, our $430.00 combination.

This, our $430.00 Trans-Continental Public Exhibition Outfit, consists of:

ONE HIGHEST GRADE PROFESSIONAL STEREOPTICON, adapted for either electric light or calcium gas, fitted with finest imported condensing lenses, achromatic long focus projection lens, latest style inter tube calcium jet for calcium gas and electric arc lamp, for use with electricity, combined with the latest improved model 1900 Optigraph moving picture machine and instantaneous device for changing from stationary to animated pictures.

ONE SPECIAL ADJUSTABLE RHEOSTAT, suitable for any voltage or amphere when using instrument on electric current.

ONE FINEST IMPROVED GAS MAKING OUTFIT of newest type; all bright parts finely nickeled, all connections made with ground joints. Extra full supply of chemicals sufficient to last thirty days, consisting of ten pounds of oxide manganese, forty pounds chlorate potash, two dozen of limes and five gallons of 88-test gasoline.

ONE FINE WHITE SCREEN, 14x14 feet, provided with ropes and hooks for making extension.

ONE COMPLETE OUTFIT FOR ADVERTISING SLIDE WORK, special dry plates for the stereopticon slides, tools and special inks for making up slides with full instructions for the work.

ONE SET OF 52 MAGNIFICENT STEREOPTICON VIEWS, 10 colored and 42 plain. Selection may be made from any of our regular sets or may be assorted.

ONE DOZEN COMIC STEREOPTICON VIEWS, regular professional size, taken from life models and the best slides of this description ever made

FOUR ILLUSTRATED SONGS COMPLETE, with descriptive photographic slides, hand painted in the highest style of art and selected at customer's option from our list of illustrated songs.

TEN FINEST AND BEST 50-FOOT MOVING PICTURE FILMS, selected from latest list.

TWO FINEST AND BEST 75-FOOT MOVING PICTURE FILMS. Illusion films; wonderful results.

TWO FINEST AND BEST 100-FOOT MOVING PICTURE FILMS. Selected.

ONE FINEST AND BEST 150-FOOT MOVING PICTURE FILM. Selected.

ONE COLUMBIA GRAND GRAPHOPHONE, the latest, greatest and most wonderful talking machine ever made, reproducing the human voice and all band and instrumental music, so loud, so plain, and so distinct that the largest theaters in the country are none too large for its wonderful reproduction.

ONE 56-INCH BRASS AMPLIFYING HORN, complete with handsome nickel plated stand.

TWO DOZEN FINEST GRAND RECORDS, 5-inch cylinder, new process.

ONE SPECIAL CARRYING CASE, for two dozen grand records, with automatic closing and securing handle.

ONE HIGHLY COLORED MOVABLE SLIDE, "Good Night," in wreath.

1,000 MAMMOTH GRAND POSTERS with special grand illustration.

1,000 ADMISSION TICKETS (500 adults, 500 children), on stiff cardboard.

ONE HAND RUBBER STAMP OUTFIT for filling in dates and places of exhibition.

DO YOUR FRIENDS TRY TO DISCOURAGE YOU?

We find by investigation, that among many of those who have been considering public exhibition work to better their financial condition, some have, after consulting with their friends, their relatives and their parents, been by one and all discouraged and advised not to take up the work. We find in many cases that this has resulted in people who would have taken up the work and been successful, abandoning the idea, continuing their starvation vocation, and we find others who have not allowed themselves to be influenced by the advice of the over-cautious, sometimes "calamity howler," but have taken up our public exhibition work, either starting with one of our smaller, medium or higher priced and more complete outfits, and have made the biggest kind of a success from the very start.

REMEMBER THAT NEVER IN THE HISTORY OF BUSINESS HAVE PROSPECTS BEEN SO GOOD. CROPS HAVE BEEN ABUNDANT. EVERYBODY IS EMPLOYED ON FULL TIME AT BETTER WAGES THAN EVER BEFORE. MEN HAVE MONEY AND THE INCLINATION TO SPEND IT. THIS IS YOUR OPPORTUNITY. TAKE ADVANTAGE OF IT.

OUR MOST LIBERAL TERMS.

We will send any of these outfits, talking machine outfits, stereopticon moving picture outfits and films to points in the United States C. O. D., when desired, subject to examination at the express office, provided a deposit is sent with the order as a guarantee of good faith. This deposit should not be less than 10 per cent on price of complete outfit.

We will ship by freight, if customer desires, which will effect a saving in transportation.

HOW TO MAKE THE

BIGGEST POSSIBLE SUCCESS

FROM THE VERY START.

If you are able, if you can raise the money, if you feel that you want to make this public exhibition work your business, if you want to make as much money out of it as you possibly can, if you want to make good big money from the very start, we advise you to do just as professional exibitors do who are able, who come to us to supply themselves with a public exhibition outfit.

YOU SHOULD ORDER OUR

GRAND TRANS-CONTINENTAL EXHIBITION OUTFIT FOR $430.00

And if you do not live too far from Chicago and want to learn more about it, want to be convinced of the opportunities, etc., you should come to Chicago, for in our exhibition department you can see this outfit at work, see it tested, learn just how to handle it, and seeing it work you will surely become enthused; you would see how the biggest kind of a success was sure from the start. This big Grand Trans Continental Combination Exhibition Outfit, which we furnish at $430.00, and which is used in the largest cities

WILL FILL ANY HALL OR OPERA HOUSE

in any town, will aid in making the work very easy, will go far towards insuring the greatest possible success, for with this outfit you will get favorable editorial mention in every paper in every town in which you exhibit, and with these press notices, which are always very flattering, you will be able to make satisfactory arrangements wherever you wish to exhibit. With our big Trans-Continental Outfit you can go to your town, find the entertainment committee of a church or hall; make arrangements with them to exhibit in their church, school house or hall, for a fixed amount of money or for a guaranteed sum. There is positively no risk; you can often make such arrangements with the manager of the opera house, and he will be only too glad to hire your entertainment for a guaranteed sum or share of the gross receipts.

WE EARNESTLY SOLICIT INQUIRIES

from bright, active, young, middle aged or old men who have native ability, confidence in themselves, and an energy to carry the confidence to success. Experience is unnecessary. We teach you all you need to know and then we tell you to go and do it. In other words, when you get your outfit and instructions, which are all clear, the proposition for success is up to you.

ARE YOU JUST A LITTLE UNDECIDED?

We know there are many who are unable to decide whether to start at the work or not. Without being influenced by relatives or friends, for or against, they are just a little undecided in their own mind whether or not to take up the work.

"Will I fail?" "If I do succeed, to what extent will be my success?"

Are you asking yourself these questions? Are you numbered among those who are unable to take the necessary step to make the first start?

IF YOU ARE UNDECIDED WHETHER TO TAKE UP THE WORK OR NOT, POSSIBLY YOUR INABILITY TO DECIDE IS FOR ONE OF THE FOLLOWING REASONS: : :

Perhaps you are a little too timid, a little too modest; in a small degree, you may lack self confidence and determination, and besides, you cannot bear to think of approaching people (strangers).

If for any one, or all of these reasons, you are still hesitating, still inclined to continue at your present work at an income of $25.00 to $50.00 a month, when $25.00 to $50.00 a day is no doubt within easy reach, now is the time to throw off that "lack of confidence feeling," cast aside that self consciousness, which, whether you take up this work or not, must be thrown aside, or you must pay a fearful penalty year by year.

Do not shrink from approaching people, do not hesitate to make the first start. Take up the work with a determination and you are sure of success.

SEND FOR ONE OF OUR PUBLIC EXHIBITION OUTFITS.

We advise you, if you can possibly afford it, to at least get our No. 21040 at **$23.75,** or our No. 21194 at **$53.00,** or, if you can afford it, one of our GRAND COMBINATION OUTFITS, our No. 21440, at **$146.00.**

If you are undecided for some other reason, write to us. If you feel that one of these outfits is just the right kind of an outfit, just the kind of a public entertainment exhibition proposition that our printed matter sets forth and that you can make a success, send us your order or consult us about the exact outfit best suited to your needs and your resources; but if you have not made up your mind conclusively that you will engage in this business, because you are a little in doubt as to the kind of an outfit we furnish, or if it be that you are not able to decide just which one of our outfits to select, or whether to buy from us or some other house, do not fail to write to us. If you are holding off for any such reasons, we would in writing you, advise you by all means to come to Chicago yourself, examine the different outfits, select the outfit that pleases you best, learn how to operate it, see it in operation, talk with us, make a personal investigation on the ground, and then decide. But, if you do not feel like visiting us in Chicago yourself, can you not write to some friend or relative in this city and ask them to come and visit our exhibition department, see and examine our public exhibition outfits, see them at work, and then write you and thus help you to determine as to the course to take?

AHEAD OF ANY OTHER MOTION PICTURE MACHINE.

Gentlemen: Having thoroughly tested your Optigraph Motion Picture Machine since I purchased it, I am still of the opinion that it is far ahead of any other motion picture machine. Its operation is smooth, noiseless, and the pictures are very steady. I am also very much pleased with the combination sliding attachment, and the Enterprise Double Stereopticon. I expect to start within a few days on a lecture tour of a few months, in this country, and then will go abroad and shall spend about two and a half years making a tour of the world. I expect to lecture all the way around, and while on the other side of the water, will collect material for lecture and exhibitions to be given when I return. You will probably be interested to know that I expect to carry out my original intentions by having an automobile carriage built to carry four passengers, and there will be myself, a photographer, a color artist and an operator make the entire trip. I shall need more films from time to time, and will keep you posted as to where to send them and what to send.

Wishing you every success, I am, Yours very truly,

C. L. STODDARD.

THE OPTIGRAPH IS A WONDER AND RUNS WITHOUT NOISE OR VIBRATION.

76, 24th St., Pittsburg, Pa.

Gentlemen: I am now ready to answer the questions you asked me in regard to the Optigraph. I have been sick for some time and have just got started. Have held two entertainments and am pleased to inform you that the Optigraph is a wonder. It runs with very little noise or vibration and my audiences are highly pleased, and I have been requested to return and give our entertainment again in a month or six weeks.

Yours respectfully,

J. N. SWEARER.

THE BEST MOVING PICTURE MACHINE MADE AT WHATEVER COST.

Hartford, Conn.

Gentlemen: I have now used the Optigraph, as an attachment to my stereopticon, all last season and so far on this. I pronounce it the best moving picture machine made at whatever cost. I have used other machines, but would not exchange my Optigraph for any other I have seen as yet. I have made hundreds of dollars with it, and it has never failed to do the work.

Most respectfully,

HAROLD FLINT.

NO OUTFIT SO COMPLETE AND SATISFACTORY.

Hotel Morrison, Chicago, Ill.

Gentlemen: Since I saw you in reference to your 1899 Model Optigraph I have received from J. W. Hawxhurst, Manager of the Chicago Peerless Entertainment Co., who is now in Northern Michigan and meeting with unparalleled success with their instrument, and who urges me to secure my outfit from you, as it would be impossible to find anything so complete and satisfactory to meet the demands of the public, as your combined machine. So, therefore, I shall, as soon as I return to the city, call upon you for a complete outfit and trust you will have it in readiness for me at that time, having some city dates to fill at an early date.

Yours most truly, V. K. MORRIS.

PRESENTS THE BEST MOVING PICTURES EVER SEEN.

Decatur, Ill.

Gentlemen: Our 7,000 patrons at recent Musical Festival were very well pleased with your pictures and machine, and everybody said they were the best moving pictures they had seen.

Yours truly, MONT PERRIWELL, Mgr.

LIST OF PICTURE FILMS FOR Moving Picture Machines

OUR LIST OF FILMS IS AS COMPLETE as the greatest care in selection and liberality in buying can make it. We are the only dealers in the West carrying at all times a full stock of every film which we list, and we can fill orders at an hour's notice.

IN ADDITION TO OUR REGULAR LIST GIVEN BELOW, WE CAN FURNISH ANY STANDARD FILMS LISTED BY THE MANUFACTURERS AT LESS THAN REGULAR PRICES.

Our own list of films are the finest quality, made from the best transparent flexible stock, and every film is subjected to the close personal inspection of an expert, before we allow it to be placed in stock, or shipped to our customers.

We furnish films in 25, 50, 75, 100, 150 feet, and even greater lengths. The standard length of films, however, is 50 feet, and this is recognized as the most generally practical length for exhibition work. All films included in this list, unless otherwise specified, are in 50-foot lengths, but the first fourteen subjects in our list are furnished in either 25 or 50 feet. WE CANNOT FURNISH OTHER FILMS IN 25-FOOT LENGTHS EXCEPT BY CUTTING THE STANDARD FILM IN HALF, WHICH GIVES AN INCOMPLETE AND UNSATISFACTORY RESULT.

Films are made to fit not only the Optigraph, but any standard machine upon the market. We challenge comparison with any that can be obtained elsewhere. Prices of films are as follows:

25 foot lengths	$ 3.75
50-foot lengths	6.75
75-foot lengths	10.50
100-foot lengths	13.50
150-foot lengths	20.25

Prices of longer films on application.

No. 21250 SERPENTINE DANCE. A most lively picture, and a very popular subject. It shows this well-known dance to the best advantage, and is one of the finest subjects for the moving picture machine.

No. 21251 UNION STOCK YARDS, CHICAGO. The time chosen being noon, when teams, men and horses are coming through the gate way in streams. The characters are most life-like.

AHEAD OF ANY OTHER MOTION PICTURE MACHINE.

Gentlemen: Having thoroughly tested your Optigraph Motion Picture Machine since I purchased it, I am still of the opinion that it is far ahead of any other motion picture machine. Its operation is smooth, noiseless, and the pictures are very steady. I am also very much pleased with the combination sliding attachment, and the Enterprise Double Stereopticon. I expect to start within a few days on a lecture tour of a few months, in this country, and then will go abroad and shall spend about two and a half years making a tour of the world. I expect to lecture all the way around, and while on the other side of the water, will collect material for lecture and exhibitions to be given when I return. You will probably be interested to know that I expect to carry out my original intentions by having an automobile carriage built to carry four passengers, and there will be myself, a photographer, a color artist and an operator make the entire trip. I shall need more films from time to time, and will keep you posted as to where to send them and what to send.

Wishing you every success, I am, Yours very truly,

C. L. STODDARD.

THE OPTIGRAPH IS A WONDER AND RUNS WITHOUT NOISE OR VIBRATION.

76, 24th St., Pittsburg, Pa.

Gentlemen: I am now ready to answer the questions you asked me in regard to the Optigraph. I have been sick for some time and have just got started. Have held two entertainments and am pleased to inform you that the Optigraph is a wonder. It runs with very little noise or vibration and my audiences are highly pleased, and I have been requested to return and give our entertainment again in a month or six weeks.

Yours respectfully,

J. N. SWEARER.

THE BEST MOVING PICTURE MACHINE MADE AT WHATEVER COST.

Hartford, Conn.

Gentlemen: I have now used the Optigraph, as an attachment to my stereopticon, all last season and so far on this. I pronounce it the best moving picture machine made at whatever cost. I have used other machines, but would not exchange my Optigraph for any other I have seen as yet. I have made hundreds of dollars with it, and it has never failed to do the work.

Most respectfully,

HAROLD FLINT.

NO OUTFIT SO COMPLETE AND SATISFACTORY.

Hotel Morrison, Chicago, Ill.

Gentlemen: Since I saw you in reference to your 1899 Model Optigraph I have received from J. W. Hawxhurst, Manager of the Chicago Peerless Entertainment Co., who is now in Northern Michigan and meeting with unparalleled success with their instrument, and who urges me to secure my outfit from you, as it would be impossible to find anything so complete and satisfactory to meet the demands of the public, as your combined machine. So, therefore, I shall, as soon as I return to the city, call upon you for a complete outfit and trust you will have it in readiness for me at that time, having some city dates to fill at an early date.

Yours most truly, V. K. MORRIS.

PRESENTS THE BEST MOVING PICTURES EVER SEEN.

Decatur, Ill.

Gentlemen: Our 7,000 patrons at recent Musical Festival were very well pleased with your pictures and machine, and everybody said they were the best moving pictures they had seen.

Yours truly, MONT PERRIWELL, Mgr.

LIST OF PICTURE FILMS FOR Moving Picture Machines

OUR LIST OF FILMS IS AS COMPLETE as the greatest care in selection and liberality in buying can make it. We are the only dealers in the West carrying at all times a full stock of every film which we list, and we can fill orders at an hour's notice.

IN ADDITION TO OUR REGULAR LIST GIVEN BELOW, WE CAN FURNISH ANY STANDARD FILMS LISTED BY THE MANUFACTURERS AT LESS THAN REGULAR PRICES.

Our own list of films are the finest quality, made from the best transparent flexible stock, and every film is subjected to the close personal inspection of an expert, before we allow it to be placed in stock, or shipped to our customers.

We furnish films in 25, 50, 75, 100, 150 feet, and even greater lengths. The standard length of films, however, is 50 feet, and this is recognized as the most generally practical length for exhibition work. All films included in this list, unless otherwise specified, are in 50-foot lengths, but the first fourteen subjects in our list are furnished in either 25 or 50 feet. WE CANNOT FURNISH OTHER FILMS IN 25-FOOT LENGTHS EXCEPT BY CUTTING THE STANDARD FILM IN HALF, WHICH GIVES AN INCOMPLETE AND UNSATISFACTORY RESULT.

Films are made to fit not only the Optigraph, but any standard machine upon the market. We challenge comparison with any that can be obtained elsewhere. Prices of films are as follows:

25 foot lengths	$ 3.75
50-foot lengths	6.75
75-foot lengths	10.50
100-foot lengths	13.50
150-foot lengths	20.25

Prices of longer films on application.

No. 21250 SERPENTINE DANCE. A most lively picture, and a very popular subject. It shows this well-known dance to the best advantage, and is one of the finest subjects for the moving picture machine.

No. 21251 UNION STOCK YARDS, CHICAGO. The time chosen being noon, when teams, men and horses are coming through the gate way in streams. The characters are most life-like.

No. 21254 RACING SCENE AT LEXINGTON, KENTUCKY. Racing scenes are always popular, and this showing the finish of a good running race, with clouds of dust rolling up behind, is full of life and motion, and one of the most popular to be obtained. Very lively, and exciting and never fails to interest an audience.

No. 21255 KISSING SCENE. This is a scene interesting to the entire audience, young and old included. It is supposed to be a burlesque of an affectionate encounter between two coons, and there is no film shown which meets with more hearty appreciation, and which is more often redemanded than this one.

No. 21257 BICYCLE PARADE. This is a film which is always in great demand and represents the parade of the Chicago cycle clubs on Washington Boulevard in that city. In the lead of the parade can be seen some of the champion bicycle riders of the west, while they are followed by different Chicago clubs, including a number of ladies.

No. 21258 THE STRUGGLE FOR THE WATERMELON. This is a new film and the operator has been successful in obtaining one of the most wonderfully clear results that has ever been shown with a picture machine. A number of boys are shown scrambling for a watermelon, which they have stolen from an old colored man, and the frantic efforts each makes to obtain more than his own share of the booty, make one of the most amusing scenes ever depicted.

No. 21259 CAVALRY HORSES FORDING A STREAM IN SANTIAGO DE CUBA. This is an exceptionally fine subject and is hailed with delight by all who see it. The horses are ridden to the edge of the stream into which they immediately plunge, and almost disappear under the water; only the horses heads and the upper part of the riders can be seen as they swim to the other bank of the river, and when they emerge with the water dripping from their sides, the applause is enthusiastic.

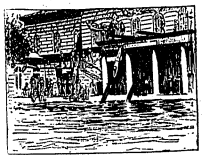
No. 21260 STREET SCENE IN LEXINGTON, KENTUCKY. This film presents a very fine scene, full of life and animation. The streets are crowded with vehicles and pedestrians, and the familiar spectacle is one which always enthuses an audience.

No. 21261 WASH DAY IN CAMP. Shows the soldiers out in the stream washing their clothes. It is a good subject, clear film, full of action, and shows some of the inconveniences and discomforts endured by our soldiers in the late war.

No. 21262 COCK FIGHTING. This is another camp film. It shows one of the amusements of the soldier boys when they are not in action and have a little spare time. They appear to have no fear of the enemy close at hand, but to be enjoying themselves like school boys. A picture of this kind provokes laughter and enlivens your audience after looking at graver subjects.

No. 21263 INITIATING A NEW RECRUIT. This film is particularly interesting. Shows another method the soldier boys have for amusing themselves in their leisure moments. New comrades are frequently initiated by the old-fashioned sport of tossing in a blanket. The newly arrived recruit, who is the victim of their sport, enjoys himself, perhaps, less than the other participants.

No. 21264 OFF TO THE FRONT. This is a magnificent marching scene, showing the soldier boys as they march from camp to board the train for the front to take an active part in the war.



No. 21265 BATHING SCENE, WITH HIGH DIVING. This film shows a crowd of bathers at a natatorium, including high diving, somersaults in mid air, etc., and is universally pronounced to be one of most popular films ever shown. It is a particularly desirable film when the machine is adapted for running the scene backwards. The comical appearance presented by the swimmers jumping from the water backwards and up towards the diving board being simply indescribable.

No. 21266 CAKE WALK. This film is one of the finest of its kind, portraying a number of swell darkies engaged in the popular pastime of walking for the cake. The dance is well executed by people who have a reputation in this line, and the scene is a winner, and brings applause wherever exhibited.

All of the above films are furnished by us either in 25 or 50 foot lengths, as may be desired. The list includes all the films which we can furnish in less than standard 50 foot lengths. When ordering, be sure to state name, number and length of film. Please do not omit this.

PRICE, 25-foot lengths, - - - **$3.75**
PRICE, 50-foot lengths, - - - **6.75**

In addition to the foregoing pages, which includes films made in both 25 and 50-foot lengths, we quote the following which are made only in 50 foot lengths:

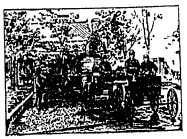
PRICE, EACH, - - - $6.75

No. 21280 DRAGOONS JUMPING OBSTACLES. This picture will appeal to all overs of military action. The dragoons are seen mounted on horse back in regular regimental order, jumping fences and taking regular cavalry exercise. This picture will be greatly enjoyed by an audience, as it is full of life and action.

No. 21281 WASHING ELEPHANTS. A novel and very unusual film, showing a herd of menagerie elephants in their home quarters, enjoying the privilege which they greatly delight in, of a thorough wash down. The huge creatures evidently appreciate what is being done for them, and the scene is one which invariably calls forth rounds of applause.

No. 21282 BATHING HORSES. One of the finest and most interesting films ever produced. The scene is one of the most noted training stables in the east, the horses are enjoying their "morning bath." A huge tank or bath, especially adapted for the purpose, is provided into which the horses are driven for their swim. All unconscious of the camera, they are shown true to nature, and one of the most animated and enjoyable pictures ever thrown on a canvas is presented to the audience.

No. 21283 AUTOMOBILE PARADE. This is a new film, exhibiting a new subject. The automobile, although seldom seen in the smaller localities, has become a popular fad in the bigger cities. Instead of the old style four-in-hand parades, the automobile owners unite in parading on some of the most fashionable boulevards. This film represents a scene of this description which occured recently in New York City.



No. 21284 THE MAGICIAN. Sleight of hand always pleases old and young, and this film is one that is very successful. The conjuror removes rabbits and other things, too numerous to mention, from an empty hat, and afterwards causes them to disappear in a manner equally mysterious.

No. 21286 WATERMELON SCENE. The best and most amusing street scene that can be shown and brings the house down every time. A lot of street "gamins" fighting and scuffling for a watermelon that has fallen from an old colored man's basket. Two dogs take a hand and the fun becomes fast and furious.

No. 21287 BUSINESS RIVALRY. Shows a man on the corner of a city street whistling for a newsboy. The boys in large numbers appear as if by magic, and such pulling and hauling for a job of selling one paper, was never before seen. This makes a great picture; nothing in sight but boys and papers. Try it and make your audience smile at an everyday Chicago street scene.

No. 21289 SHOOTING THE CHUTES. This film, representing a very popular summer amusement, never fails to please an audience. The toboggan loaded with pleasure seekers, flies down the chute and splashes into the water, in the most life-like and realistic manner that can be imagined.

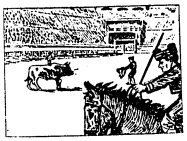
No. 21290 FREIGHT TRAIN IN THE ROYAL GORGE, COLORADO. Showing a freight train on the Denver & Rio Grande railway, passing through the Royal Gorge and over the swinging bridge. A very fine picture, surrounded by beautiful scenery.

No. 21291 PLOWING MATCH. This is a realistic and thoroughly enjoyable scene, showing with wonderful fidelity, a familiar and interesting phase of "life on the farm."

No. 21292 PRESIDENT McKINLEY AT THE OMAHA EXPOSITION. This film shows President McKinley, accompanied by his suite and guard of mounted police, upon the occasion of his visiting and opening of the exposition at Omaha.

No. 21293 LIFE-SAVING CREW AT WORK. This is another very interesting film, taken from the happenings of the Omaha Exposition, and depicts a trial drill of the life-saving crew in response to a call for help. The crew put off in their boat, and when the scene of drowning is reached, one of them plunges in and rescues the victim. The thrilling and intense excitement attending the exhibition of this scene, can be better imagined than described.

No. 21294 A SPANISH BULL FIGHT. ENRAGING THE BULL. This is one of the most intensely interesting and exciting films ever prepared. This and the companion film, No. 21295, are the two best selected from the entire series. No. 21294 shows the matadors exciting and enraging the bull in the cruel manner usual at Spanish bull fights; the representation given by these films shows all the more than animated action, the daring encounters and the narrow escapes without the debasing cruelty attendant upon the actual witness of the fight.



No. 21295 SPANISH BULL FIGHT. DEATH OF THE BULL.

No. 21296 WATER TOBOGGAN SLIDE, is another of the very popular series of bathing films, showing a number of young people enjoying the sport of bathing, and incidentally sliding down the toboggan slide into the water. Very comic and always popular.

No. 21297 LONE FISHERMAN. A lone fisherman sits upon the end of a loose plank on a bridge. Mischievous boy tips the stone, used as ballast, off the end of the plank, and the fisherman falls overboard, and after a ducking is pulled out. Sure to make a hit.

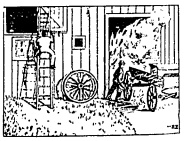
No. 21298 STREETS OF CAIRO. A true oriental scene, showing natives with camels, etc.; of most intense interest, transporting the audience in imagination, to these far-Eastern climes, and sure to be hailed with delight wherever shown.

No. 21299 THE RIVAL BILL POSTERS. A fight between two bill posters, who both wish to decorate the same space with their literature. It ends in a "free for-all" fight, in which one of the men extinguishes the other with the paste pot. The funniest film ever shown.

No. 21307 THE INFANTRY CHARGE. This is one of our best and most exciting war films, and represents a false alarm. The soldiers can be seen running anxiously from their tents, with guns in hand, ready to fire. There is a large number of them, and as they pass by on the run, it causes the spectators to feel that trouble is close at hand.

No. 21351 WASHING THE STREETS OF PORTO RICO. Another unique scene, describing the manner of washing down the streets in Porto Rico, and of especial interest at the present time, as showing some of the primitive methods employed in Uncle Sam's new possessions.

No. 21352 BLACK DIAMOND EXPRESS. This scene represents the fast Lehigh Valley Flyer, running at full speed; the section gang in the foreground, engaged in repairing track, wave their hands to the engineer, who is leaning out of the cab. The porter is shaking the tablecloth from the platform of the dining car. The Black Diamond is classed as one of the handsomest and fastest trains in America, and was running at the rate of nearly 70 miles an hour when the picture was taken.

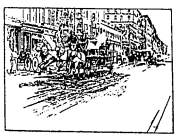


No. 21353 BURNING STABLE. Showing a barn actually in flames, from which four horses are being rescued by the firemen and stable hands. The scene is exciting and full of action. Great volumes of smoke pouring from the doors, make a very realistic effect.

No. 21354 FEEDING PIGEONS ON ST. MARK'S SQUARE, VENICE. A beautiful picture of a familiar scene in Venice; the fluttering birds give an abundance of action to the scene, which is one of the brightest, clearest and most attractive ever taken.

No. 21355 HORSE FAIR AT BUFFALO, N. Y. The high-spirited animals are seen to great advantage as they are led on board the cars. This film excels in artistic merit.

No. 21356 A FARMER'S TROUBLES. A poor, dilapidated farm wagon, loaded with cabbages, is being driven along the market place, when a negro, with a wheelbarrow, runs into the wagon, takes off one of the rear wheels, and scatters the contents of the wagon in all directions. A pugilistic encounter takes place, in which the bystanders interfere.



No. 21357 GOING TO THE FIRE. This scene shows almost the entire fire department led by the chief, responding to an alarm, the horses going at full gallop. It is a very lively scene.

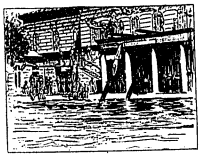
No. 21358 NARROW ESCAPE ON THE B. & O. One of the most intensely exciting and thrilling films ever shown. A family—father, mother and children—walking along the railway track, step aside, and instantly the fast express passes by; the three-year old wanders onto the other track, not noticing a train coming from the other direction; father rescues child just in time, and cheers from your audience will usually follow.

No. 21359 KISS SCENE. Showing John Rice and May Irwin in their famous and animated osculatory performance.

No. 21360 BABY'S DINNER. A very pretty baby scene.

No. 21361 BABIES' QUARREL. Two babies are shown, seated in high chairs and apparently enjoying themselves. Suddenly one snatches a toy from the other and they indulge in hair pulling. Very funny.

No. 21362 BABIES AND PUPPIES. This is a very clear and amusing picture, which represents a number of little girls in white dresses. They go into an adjoining room, and, one by one, they carry out a number of puppies and begin to play with them.



No. 21363 HIGH DIVING. Shows a crowd of bathers at a natatorium, including high diving, somersaults in mid air, etc. One of the most attractive films ever shown.

No. 21364 LANDING OF MARINES IN CUBA. This subject is, without doubt, the most realistic, interesting and exciting war picture ever photographed for the production of moving pictures. We have been fortunate enough to secure the negative of this great picture, and are able to furnish this very popular film at the regular price.

No. 21365 FAKE BEGGAR. He wears a sign "Help the Blind," and is apparently a cripple. A cop sees through his artful dodges. The fakir discovers he is found out, and starts to run away. Policeman catches him after a very lively foot race.

No. 21366 PILLOW FIGHT. Four young ladies, in their nightgowns, are having a romp. One of the pillows becomes torn, and the feathers fly all over the room.

No. 21367 CHARGE AT LAS GUASIMAS (WHERE CAPRON AND FISH WERE KILLED.) A most realistic picture, full of life and action. The boys are seen rushing through fire and smoke in their desire to reach the enemy, who continue to retreat. A very exciting picture, and shows where Captain Capron and Sergeant Fish lost their lives. It also brings to mind the words of Colonel Wood, who, when the boys tried to appease their anger by swearing, said, "Don't swear, boys, fight!"

No. 21350 THE AMERICAN FLAG. "Old Glory," fluttering in the breeze, never fails to rouse an audience to the highest pitch of enthusiasm, and is, of course, a splendid film with which to wind up an entertainment.

THE FOLLOWING SUBJECTS ARE IN 75-FOOT LENGTHS.

PRICE, EACH, - - $10.50.

No. 21368½ TWO OLD SPORTS. This is one of the greatest comic films ever placed on the market. Two well fed and prosperous looking old gentlemen, are examining with great interest an illustrated theatrical paper, which apparently recalls reminiscences of bygone days, and the humorous nature of their conversation, is indicated by the amused look on their faces, and their thorough enjoyment of the theme. The facial expression and gesture revealed by this film, is a most wonderful revelation of the art of moving picture photography, and the comic effect is so hearty and infectious, that your audience will laugh with you. This film is a new one and has made the greatest hit of the season.

No. 21369 FOUR HEADS ARE BETTER THAN ONE. Here is a film that will keep you guessing. A man is seen to lift his head from off his shoulders and place it on the table by his side. He does this three times, and seating himself on a stool with a banjo in his hands, proceeds to sing and play; the three heads, all counterparts of the one on his shoulders, accompanying him. The heads annoy him so that he cannot proceed, and using the instrument as a club, he smashes two of them to pieces and throws his own away. He is now left without a head, Taking the one from the table which he had allowed to remain, he tosses it in the air and it lands in the proper place, when he bows to the audience and vanishes.

No. 21370 THE CLOWN AND THE AUTOMATON. This wonderful film belongs to the class known as mystifying or illusion films. A magician produces before the audience, a small automaton figure of a clown, which he places upon a pedestal, whereupon the figure begins to grow, as he passes his hands in front of it, until it is full life size; when it at once comes to life and endeavors to quarrel with the magician. He, however, with the aid of a heavy sledge hammer, gradually reduces the figure to its original size. One of the most interesting films ever presented.

No. 21308 DINNER UNDER DIFFICULTIES. This is a most perfect picture, and is bound to amuse everybody. When the picture first appears on the screen a dining room is seen and a waiter enters with a number of dishes and prepares to set the table when they fall to the floor. A man with his wife and their guest now enter the room, and as they are about to sit down to the table their chairs change their position as if by magic, and the three persons drop on the floor. The table is also seen to move and the chairs finally jump up on the table, when the parties seat themselves thereon, and the table falls over, the three persons falling on top.

No. 21309 THE PIONEER LIMITED AND THE AVERTED ACCIDENT. The finest and most exciting train film ever photographed. The Pioneer Express, one of the fastest trains in the United States, is seen flying past a country cross roads and the close "shave" which a farmer and his wagon experience from being run over.

No. 21310 THE DULL RAZOR. An entirely new film, which has become wonderfully popular with all audiences to whom it has been shown. An inveterate smoker with cigar in mouth is shown strapping his razor and getting ready for his shave, the razor proves dull, and the look of disgust which follows is inimitable. For facial expression this film has never been equaled and must be seen to be appreciated.

LIST OF 100-FOOT FILMS. PRICE, EACH, $13.50.

No. 21371 THE DOG AND THE TRAMP. A new film made especially for us and cannot be procured elsewhere. It is intensely comic, and the brightest, clearest film ever shown. It represents the felonious action of a tramp, who enters a backyard for the purpose of appropriating a pie set there to cool. The dog intervenes at the proper moment and the tramp has his own time endeavoring to escape. The bull dog tenacity of the canine is well exemplified and the scene calls forth uproarious laughter and applause and is almost invariably redemanded wherever shown. No exhibition can afford to be without this film.

No. 21392 BATTLE OF SAN JUAN HILL. This is one of the greatest war films ever placed on the market. The enemy is seen scouting in the underbrush at the foot of a steep hill. Suddenly our own soldier boys appear under the order of "Forward by rushes," and gallantly charge up the hill. A struggle takes place, but our boys are victorious and they plant our flag there to stay. The most realistic part of the subject is the explosion of the bombs thrown by the enemy in close proximity to a soldier who has fallen, and who is being cared for by the Red Cross staff, who finally carry him away on a stretcher. A most exciting picture. Notwithstanding the enormous expense entailed in procuring this film, we list it in length of 100 feet, at no more than regular price for standard films of that length.

No. 21397 TUNNEL ON THE FRAZER RIVER CANYON. This is a panoramic veiw of one of the most picturesque and wildy grand scenes in the passage through the Rocky mountains. It was taken expressly for us and cannot be duplicated or obtained elsewhere.

No. 21398 SPANISH BULL FIGHT. Made up of any two 50-foot lengths, printed in one continuous 100-foot film.

LIST OF 150-FOOT FILMS. PRICE, EACH, $20.25.

No. 21399 SPANISH BULL FIGHT. Continuous 150-foot film made up from the three films: (a) Entrance of the Matadors; (b) Enraging the Bull; (c) Death of the Bull. This is undoubtedly the best method of showing this wonderfully interesting subject.

No. 21400 McCOY AND SHARKEY PRIZE FIGHT. This is by far, the finest fight film yet offered to the public. It represents the tenth, or last round in full, including the famous "knock out" blow. Full of ginger and a very lively picture.

List of other "Fight Films" will be supplied on application.

NAVAL WAR FILMS.

No. 21395 THE BATTLESHIP NEW YORK SHELLING CABANAS; length 50 feet. Price **$10.00**

No. 21396 THE VESUVIUS IN ACTION; length 50 feet. Price..... **10.00**

OUR SPECIAL

Stereopticon Lecture Department

PLEASANT AND HONORABLE EMPLOYMENT.
SHORT HOURS AND LITTLE EFFORT.
NO SOLICITING AND NO GOODS TO SELL.

Do You Wish to Make Money with Little Effort?

To the Teacher, the Mechanic, the Clerk or the Clergyman:

To the Partially Successful:

To the Unfortunate, and even to the Unsuccessful Business Man:

To all of those who are not satisfied with their present occupation, to those whose income is perhaps less than $1,000 a year, we take the opportunity of tendering a word of advice. We cannot guarantee you success; we cannot possibly say that you will make more than $1,000 a year with one of our Public Exhibition Outfits, for we really cannot undertake to say you will put forth your best efforts and work into it. We do not know that you will take up the work with a will. We cannot say what is your natural ability and capacity, whether you are equipped with the necessary energy and determination. May be you would not succeed in exhibition work; possibly, you never have succeeded, and if so, possibly, you never will; but whether you are a mechanic or a professional man, if circumstances and all conditions being considered, your efforts have so far resulted in a measurable amount of success, you will certainly merit a greater one with any of our exhibition outfits, and your financial returns will be gauged almost entirely by your own efforts.

A COMPARATIVELY SMALL INVESTMENT WILL ENABLE YOU TO MAKE A START...

FOR EXAMPLE:

$53.00 will buy for you any one of our special lecture exhibition outfits, a few of which we enumerate for your information and a full description of which will be found in the succeeding pages. Our lecture on Cuba, the Explosion of the Battleship Maine and the War with Spain, which it precipitated,

has always been and continues to be very popular, and in the past has made for our customers, thousands upon thousands of dollars, an assertion that you will find fully borne out by the testimonials selected from hundreds of others, which will be found throughout this book. Our somewhat similar lecture on Our New Possessions and the War in progress in the Philippines Islands, is perhaps of more interest at present date, as dealing with events which have more lately transpired. Our newest lecture on the Boer and English War, with vivid and beautiful scenes, descriptive of life, scenery and incidents in the Transvaal and South African Republics, will sweep the country at the present and offers possibilties of a fortune within an incredible short space of time, to those who are first in the field and prepared to cater to an almost universal interest, which now prevails in this country for this, the second great struggle for liberty of the age.

THESE ARE LECTURES DEALING WITH TOPICS OF THE PRESENT DATE.

We have other and standard subjects which are always of interest. We can make up stereopticon outfits with every accessory necessary to go out at once on the road and achieve success upon an infinite variety of subjects. The natural scenery and views of our own land; the National Yellowstone Park, Niagara Falls, the Garden of the Gods, the Canyons of Arizona, all are magnificent subjects for lectures of this description, while for church and ministerial work we can provide complete sets of lectures of the Life of Christ on Earth, His Passion and Death and other biblical and religious subjects.

SELECT ALMOST ANY ONE OF OUR NEW AND MOST POPULAR SUBJECTS,

give it thirty days' trial and within that time you will be able to convince yourself whether or not you can make more than $1,000 a year with any one of our exhibition outfits. If you buy, say a $53.00 outfit, and start out for a thirty days' trip, determined in spite of everything to handle what you have undertaken for yourself, regardless of consequences, if you go at the work with a determination to give it an honest thirty days' trial, we can assure you that your success will more than surprise you, and that inside of thirty days you will be ready for an additional outfit, which will include the great moving picture attachment, etc., and will place you in a position to redouble your efforts with redoubled success and redoubled returns. You will break away from your present occupation and you will devote your time entirely to the public exhibition work, which we believe is

THE MOST PLEASANT AND REMUNERATIVE LINE OF BUSINESS THAT ANY MAN CAN ENGAGE IN.

If at first you are not able, or do not care to handle one of our moving picture outfits, equip yourself with one of our special stereopticon public exhibition entertainment outfits. Start in business immediately, make arrangements by letter or otherwise, with churches, societies, theatre owners,

school trustees, etc., to give exhibitions at their places, giving them a small share of the receipts, for the use of the church or hall, and for their efforts in distributing the advertising posters, and selling the tickets, and you should make $3,000.00 to $10,000.00 per year.

NO PREVIOUS EXPERIENCE AND NO ABILITY AS A PUBLIC SPEAKER IS REQUIRED,

for as the description of the views is printed, it can be read while the views are shown with the stereopticon, and as each picture suggests the subject, the speaker will quickly find that the lecture will be imprinted on his mind, and will come to him readily so that he will soon be able to dispense with his book altogether.

Some of the most successful exhibitors had never spoken in public before taking hold of our outfit, and now they are making from $10.00 to $75.00 per day.

LARGE FORTUNES HAVE BEEN MADE IN THIS LINE OF WORK,

on far less entertaining subjects than those which we furnish. For example: Mr. Stoddard, who lectures on travels in foreign countries, illustrating the same by magic lantern views, gave a series of lectures in Central Music Hall in this city, extending over three weeks, having an average attendance of 1,500; in keeping with this, we also refer to a recent contract which Dr. Nansen, the Artic explorer, is reported to have made. It has been published in the newspapers all over the country that he had closed a contract with a company to deliver fifty lectures for $65.000.00, the same to be illustrated with the magic lantern views. Everybody could not expect to do so well as Mr. Stoddard or Dr. Nansen, but we refer to their success, to show the possibilities in the lecture line of business, and a large proportion of our own customers write us that they have been successful from the start. Messrs. O'Brien & Allman, of Olney, Ala., write us that their experience with a Cuban outfit has been profitable from the first day they went out, clearing $230.00 over all expenses in the first month, and averaging $20.00 to $30.00 per night ever since. Mr. Vincent, another beginner in the same line, advises us that he makes an average of $38.00 per night for five nights in the week.

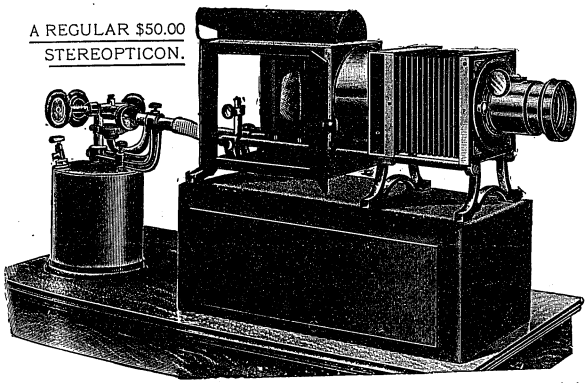
Are the masses of the people as much interested in Dr. Nansen's Greenland and North Pole lecture as in the all-absorbing and interesting topics of the day, such as we select and furnish?

There is almost no competition in this line of work, and although the field is very large, the work pleasant and pays well, it has been given but little attention, and it is no trouble for an ambitious man to obtain success and earn good money from the very start.

The Business Management.

The success of any business enterprise depends largely on the manager's knowledge of what methods he should pursue. In this matter, we leave no doubt in the minds of those who wish to start in this work, as we have had large experience in this line of business, and have consulted with and watched the success of the best exhibitors. We have carefully considered the plans of those who have been successful and believe we are in a position to supply the beginner in this line with valuable knowledge. In short, we furnish the business proposition, we furnish all material, we furnish all the knowledge of the subject in hand, we furnish the methods for conducting the business, we furnish the business ex-

A REGULAR $50.00 STEREOPTICON.



The Enterprise Stereopticon is fully nickel plated, has dark red bellows and is regularly equipped with the new Giant incandescent vapor lamp, or, if required, with a 4-wick oil lamp.

perience; in fact, we furnish all that is necessary, and all the exhibitor has to do is to follow our instructions. We furnish the key to a start in a profitable business, an opening to a successful and honorable career.

Our lecture outfits have been prepared at great expense; the securing of the pictures direct from nature and authentic information having been attended with much danger, but now we are prepared to furnish a big money-making entertainment outfit, complete in all its details, at a price which brings it within easy reach of all.

We are the largest dealers in stereopticons, lanterns and supplies in this country. We carry an enormous stock and can furnish promptly and at the

most reasonable cost, any style of lantern or stereopticon, photographic slides or outfits. Our regular illustrated entertainment outfits, however, consist of the following complete and perfect equipment:

52 Magnificent Transparent Photographic Views.
1 Polished Wood Case for the Views.
1 Special High Power Single Stereopticon.
1 Generator and Simplex Burner, for projecting Stereopticon Pictures through the medium of Acetylene Gas.
Or, if preferred, we can furnish for the same purpose, and without changing the price of the outfit,
1 New Giant Incandescent Vapor Light.
1 Polished Wood Carrying Case for Stereopticon.
1 Large White Screen (120 square feet).
1 Lecture, bound in book form.
1,000 Large Illustrated Advertising Posters.
2,000 Exhibition Admission Tickets.
1 Printing Outfit for Filling in Dates, etc.
1 Book of Instructions.

All for **$53.00** but worth twice the price.

GENERAL DESCRIPTION OF OUR SPECIAL ILLUSTRATED ENTERTAINMENT OUTFIT.

THE ENTERPRISE STEREOPTICON, as illustrated and fully described on another page, is furnished with this outfit. It is the highest grade lantern made and has the very important advantage of being thoroughly interchangeable, to permit the addition of any means of projection, such as the Optigraph Moving Picture Machine or another lantern on top, for producing dissolving effects. Lanterns similar to this, but not possessing so much merit, are sold regularly by other houses for $50.00 to $60.00 without views or any other accessories.

THE GIANT INCANDESCENT VAPOR ILLUMINATING APPARATUS is the very latest invention, is many times stronger than the best kerosene illumination. This illuminating outfit will be found fully described and illustrated on another page.

THE CRITERION ACETYLENE GENERATOR AND SIMPLEX BURNER throws a most brilliant picture, is so simple that a child can operate it and can be made ready in five minutes.

THE STEREOPTICON CARRYING CASE is made of well seasoned wood, stained, varnished and polished, and has brass trimmings and handle for carrying.

THE 52 MAGNIFICENT PHOTOGRAPHIC VIEWS are made on glass with glass covers to protect the picture from injury by scratching. Forty-two are in plain photographic tints, of far better quality than those usually sold at 50 cents each, and ten are beautifully colored, true to nature and of better quality than views usually sold at $1.50 each. A conservative value of the views alone, as sold by other houses, would be $36.00. The views are each of them, works of art, and when illuminated with the new Giant vapor light, or the Acetylene gas outfit, magnified by the powerful

lenses of the stereopticon, to ten feet or more in diameter, and projected on the screen they cease to be a photograph, and are given a depth and appearance which is so true to nature, that the audience will almost forget that they are not looking upon the original scene.

THE LECTURE is printed in book form and consists of a short introduction and an interesting description of each view, the whole being written in such a pleasing and entertaining style, that when delivered while the beautiful photographic views are being shown, will be relished as a treat by everyone. The lecture may be read, if desired, or is very easy to commit to memory, on account of the paragraphs being short, and each view as it comes in its regular order and appears upon the screen, serves as a prompter, and suggests what is to be said next.

THE POLISHED WOOD VIEW CASE is well made, is fitted with brass trimmings, and has dividers for separating the views.

THE SCREEN is made of fine white material, is 12x12 feet, having 144 square feet of surface, is provided with ropes and loops for hanging it, and is used for a perfectly white surface on which to project the pictures from the stereopticon, and make them so large as to be distinctly seen by everybody in the hall or opera house.

THE ADVERTISING POSTERS are very large, are printed on tinted paper, and illustrated with attractive engravings, with blank spaces left for filling in the place where lecture is to be given, date, prices for admission, etc., and are to be posted up in store windows, on fences, buildings and other conspicuous places. They are very attractive, well worded, and will draw crowded houses.

THE ADMISSION TICKETS are printed in good taste on tough cardboard, and the quantity is made large enough to accommodate any size crowd and enough to allow for those which may get soiled or torn from time to time.

THE PRINTING OUTFIT is provided with a case of movable large rubber type, a holder, tweezers and ink pad, and is used for filling in the dates, places where lecture is to be given, prices for admission, etc.

THE BOOK OF INSTRUCTIONS contains full information for the operation of the outfit, showing the pictures, delivering the description of them, and particularly as to the best way to make the business a financial success. It tells all about the best methods to pursue, how to engage halls, chuches, etc., how to keep down expenses, how to make the hall attractive, and to get testimonials of much value for advertising.

Everything that is needed is furnished with the outfit, and is ready for business as soon as received.

For further detailed description see following pages.

MADE $15.50 CLEAR FIRST NIGHT.

Darby, Mont.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I received the Cuban lecture outfit O. K. The first night I made $15.50 clear of all expenses. The people are nearly wild over it; it will pay for itself in four nights.

Yours respectfully, E. E. BYERS.

From Our List....

WE CAN FURNISH A

.....COMPLETE OUTFIT

selected from any one of the following sets of slide subjects

- THE BRITISH-BOER WAR AND SCENES IN SOUTH AFRICA.
- THE SPANISH-AMERICAN WAR AND THE PHILIPPINES, ILLUSTRATED.
- CUBA, THE MAINE AND THE CUBAN WAR.
- OUR NEW POSSESSIONS. HAWAII AND PORTO RICO, ETC.
- THE KLONDIKE REGION AND ITS DEVELOPMENT.
- THE LIFE OF CHRIST ON EARTH.

We can furnish Lecture Sets on Travel, Church Work, Temperance, Comic Subjects. For list see other pages.

GIVES SATISFACTION TO THE AUDIENCE

Orbiston, Ohio.

Sears, Roebuck & Co., Chicago, Ill.

We have now given the Cuban war outfit a thorough test and would say that it gives satisfaction to any audience, and when the lecture is properly given it certainly arouses them to enthusiasm. Please send us the additional views mentioned below.

Yours truly, H. T. DANISON

HAS MADE $96.00 ALREADY.

Mt. Braddock, Pa.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I received your letter today. I have been on the road with my Cuban outfit showing three weeks, and I am well pleased with the outfit. I have made $96.00 with it, and propose to add the graphophone.

Yours truly, JACOB WHOOLERY.

HAS MET WITH MARKED SUCCESS.

Maxville, Ohio.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I received your Cuban war outfit all O. K. We have given two entertainments with marked success. Yours truly, H. T. DAWSON.

EXACTLY AS REPRESENTED.

Rife, Pa.

Sears, Roebuck & Co., Chicago, Ill.

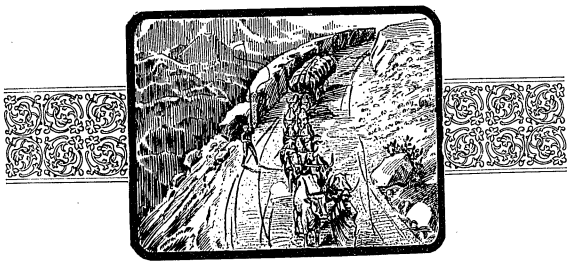
I am well pleased with my Cuban lantern. It is in every respect exactly as represented and superior to many other lanterns of the same size.

Yours respectfully, W. LENKER.

No. 21195

THE BOER-ENGLISH WAR

AND Scenes in South Africa.



DESCENDING A SPRUIT.

As all are aware, South Africa is a very mountainous country, and the difficulties of transporting goods from place to place are great. Enormous covered wagons are used, which are drawn by teams of oxen, sometimes as many as eighteen or twenty span being used. Our illustration is typical of the Transvaal, a range of mountains and the wagon and teams of oxen "trekking down the spruit," or, in other words, descending the pass.

With a set of these most beautiful and valuable pictures, together with the very interesting description of each, every entertainment should be a grand success and serve as an advertisement and a recommendation for future exhibitions.

If you are pleased with *the ten colored slides* and wish to have the entire set in colors, we will exchange them on liberal terms, within one month of purchase.

THE ONLY THING FOR BOTH PLEASURE AND PROFIT.

927 Woodland Ave., Nashville, Tenn.

Sears, Roebuck & Co., Chicago, Ill.

Gents: The Cuban lecture outfit reconsigned to me from Clarendon, Ark., reached me safely ten days ago, and have given four exhibitions with it here at home with perfect satisfaction to myself and friends. It is the thing for pleasure and profit, and having been over most of the scenes portrayed myself, enables me to only the better understand and memorize the lecture readily. Always your friend, J. H. HURST.

BATTLE OF ELANDSLAAGTE.

Two days after the investment of Mafeking, in the west, the Boers crossed the border into Natal. The English began to retreat towards Ladysmith, but were attacked by the Boers at Elandslaagte. The famous charge of the Gordon Highlanders changed the fortunes of war and the Boers were beaten back with great slaughter.

To all of our customers who are already furnished with one of our lecture outfits, we strongly recommend the addition of a set of slides, taken from this outfit, which will double the value and entertainment possibilities of every exhibition and at a trifling cost, and will in many of the larger places where they may visit, enable them to make a stay of over two nights, giving two exhibitions at practically the cost of one.

The photographic views with this, and for our other lecture outfits, can be used in any of our lanterns or fit in any standard stereopticon, and we will include with any order for a set of these views, and without additional expense, 500 of our magnificent full sized posters advertising the set of views purchased. The regular price of this set of views is $20.00, but to our customers who have previously purchased outfits from us, or to those who wish to combine this set with any other exhibition outfit, we make a special net price of.....**$16.00**

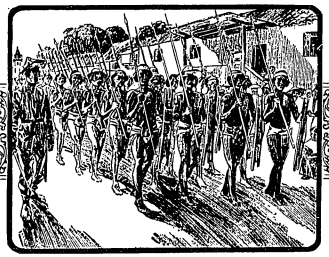
We include, without additional cost, a highly polished oak box with compartments, suitable for carrying and taking care of the slides, and 500 large advertising posters.

52 MAGNIFICENT PHOTOGRAPHIC SLIDES, OUTFIT COMPLETE, WITH THE ENTERPRISE STANDARD STEREOPTICON, THE GASOLINE VAPOR LAMP OR ACETYLENE GAS, SCREEN AND ADVERTISING MATTER FOR - - - - - - **$53.00**

No. 21194

The Spanish-American War

AND THE PHILIPPINES ILLUSTRATED.



INGORROTE SPEARMEN DRILLING.

While most of the Filipino insurgents are well armed with Mauser and other up-to date rifles and ammunition, this picture will give an accurate idea of the antiquainted and uncivilized methods of warfare employed by some of the inhabitants.

A Company of Ingorrote Spearmen drilling in Caloocan, Philippines, is represented here. If these people were more enlightened and educated, they would realize how foolish it is to oppose our army with such primitive weapons.

This is a rare view and will be highly appreciated by any audience.

PLEASED EVERY AUDIENCE FROM NEW ORLEANS TO EL PASO.

Manchac, La.

Sears, Roebuck & Co., Chicago, Ill.

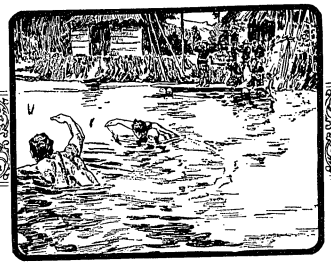
Dear Sirs: I have arrived from my tour through the country with my outfit of the Cuban war, and must say that your outfit is more than you claim it to be. I succeeded in satisfying every audience I appeared before, from New Orleans to El Paso, Texas. It is one of the greatest positions man can enter. I rejoice the day I purchased the outfit from you. If you use my name as testimonial I will gladly answer any questions regarding its merits to the public. Yours truly, JOHN N. CONRAD.

CLEARING FROM $10.00 TO $20.00 PER NIGHT.

325 Hall St., Dallas, Texas.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I wish to say that I am out with my Cuban exhibition outfit and am doing well. I am making from $10.00 to $20.00 per night. It is the greatest money-making business I have ever engaged in. Yours truly, J. W. BLAIR.



No. 21194

FUNSTON'S TWO VOLUNTEERS CROSSING THE RIVER WITH LINE.

This view represents an incident of the Philippine war which has been told and retold and will live in history. When Col. Funston's famous regiment desired to cross the River Rio Grande at Calumpit, it was necessary for the troops to cross on rafts. To insure this, some one had to swim the river with a rope, and this was done by Privates White and Trembley under fire from the intrenchments of the insurgents. The rope was carried successfully across and Col. Funston's regiment was ferried over and soon outflanked the rebels' position.

This set of slides, dealing with matters of such recent happening and stirring events is very valuable to those already equipped with an outfit and would more than repay its cost in the first two evenings.

The entire outfit complete with fifty-two views, Enterprise lantern, screen and advertising matter..... **$53.00**

Set of slides alone with 500 posters..... **16.00**

For list of general slides see other pages.

TO THE INEXPERIENCED MAN WHO WISHES TO START IN THE PUBLIC EXHIBITION WORK AND WHO WILL FOLLOW OUR BOOK OF INSTRUCTIONS CAREFULLY, WHO WILL DO JUST WHAT IS TOLD HIM TO DO, IS SURE OF MAKING $15.00 AND UPWARDS EACH EVENING, WHILE MUCH LARGER RETURNS CAN BE OBTAINED FROM ANY OF OUR COMBINATION OUTFITS DESCRIBED ON PAGE 35.

WELL PLEASED WITH OUTFIT.

Woodworth, Ohio.

Sears, Roebuck & Co., Chicago, Ill.

The Cuban War outfit at hand, and in reply will say that we have showed four nights, and we are well pleased with it. Just as soon as you get something new, let me hear from you. We will start out again today with the outfit.

Yours truly, S. E. BRENNEMAN.

TAKES $47.50 IN ONE WEEK.

Fort Chirch, N. C.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: About six months ago we ordered from you a Cuban lecture outfit. We have been out working regularly since, and have done exceedingly well. We took in in one week $47.50, which is very well indeed for rustic points. Trusting you may enjoy success in your business, I beg to remain J. V. DAVIS.

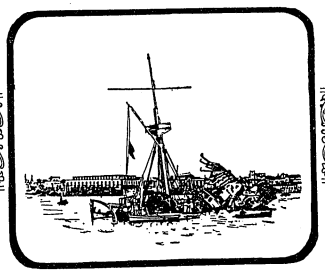
CUBA

No. 21190

THE DESTRUCTION OF THE MAINE,

AND THE

SPANISH WAR.



BATTLESHIP MAINE AFTER ITS DESTRUCTION.

This picture is one of the best and most accurate which has been taken of the wreck, and shows the present condition of what was once one of the most beautiful of Uncle Sam's battleships. The lecture gives the details as to dates, the immense number of sailors killed, the force of the explosion, etc. With the beautiful photographic picture and the lecture, the audience will be able to get almost as much information and satisfaction as would be afforded by a trip to the spot where the explosion occurred.

In this, as well as in our Philippine set, we offer a choice collection of war views, true to nature, which makes them of the greatest interest to nearly every one; for in addition to the part they play in the history of our country, there are few people but what have near relatives or friends who have been or are serving in the war, and an entertainment of this kind has only to be advertised, to bring crowded houses, at good prices for admission.

WOULD NOT TAKE $75.00 FOR HIS LANTERN CLEARED $29.00 FIRST NIGHT.

Richmond, Va.

Sears, Roebuck & Co., Chicago, Ill.

I have given one entertainment with the Cuban outfit in a good-sized hall, seating eight or nine hundred people; had a fair crowd, the receipts being $29.00. I find the instrument at a distance of eighteen feet, giving a clear and sharp picture, measuring 10x10 feet. The instrument is just as you have represented, and I think it a fine instrument for the money you ask for it. The lenses are certainly a fine piece of work, and I would be unwilling to part with it for $75.00. You are at liberty to use my testimonial and anyone is at liberty to write me on the subject. I will recommend your house in the highest terms. If I can be of any service to you let me know and I will gladly serve you. Yours truly, R. L. MITCHELL.

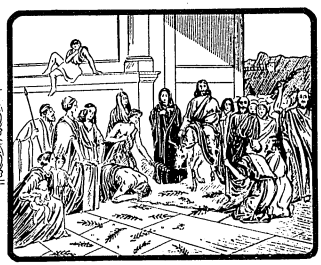
No. 21195

THE LIFE OF CHRIST ON EARTH

WE ARE NOW PREPARED
TO FURNISH....

A MAGNIFICENT LECTURE SET OF **50 TRANSPARENT PHOTOGRAPHIC VIEWS**

EITHER PLAIN OR IN COLORS.



CHRISTS' ENTRY INTO JERUSALEM ON PALM SUNDAY.

This set of slides possess artistic merit in the highest degree, they are, each and every one, taken from original photographic negatives, and many of them are from the world famed works of the greatest painters who have ever lived. We sell this set either plain or in colors, at purchaser's option, but would recommend the purchase of colored sets, wherever possible; as the color work on this set of standard slides, has been brought to a state of almost absolute perfection.

The above lecture set complete, with Enterprise Stereopticon and other equipment as described on page 58, and with fifty magnificent sacred views, forty plain and ten colored..... **$53.00**

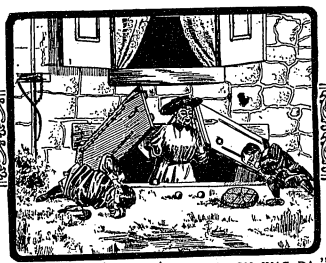
Set of slides alone, forty plain and ten colored..... **16.00**

Same set of slides all colored..... **25.00**

This is a lecture set which is always standard, always successful; "the old, old story" can never be too often told, as many of the highest grade of entertainments are given in churches, and to a class of audiences to whom no subject is more engrossing. Every exhibitor should provide himself with a set of slides on the Life of Christ, to use in conjunction with other outfits

COMIC SLIDES...

"A LITTLE NONSENSE NOW AND THEN,
IS RELISHED BY THE BEST OF MEN."



"'DEED, CHIL' I DIDN'T KNOW YOU WAS DA."

No finer stereopticon slides have ever been made than our present list of comics. We have entirely discarded the old style, so-called comic slides, made from cartoons and line drawings; every one of our present list being taken from actual life models who have studied the humorous, pose artistically, and with a full appreciation of the comic side of life. We have eliminated altogether the coarse and vulgar features which made the old style comic so objectionable. We append names and numbers of some of the best of these slides.

21587 WHAT DID I TELL YOU IF I CAUGHT YOU AGAIN
21588 THE GODDESS OF LIBERTY
21589 (A)—GOOD BYE DEAREST, I'LL BE HOME EARLY
21590 (B)—MR. B. RETURNS HOME "EARLY"
21591 GEE! BUT THIS IS A TIGHT SQUEEZE
21592 'DEED CHIL', I DIDN'T KNOW YOU WAS DA
21593 WE'RE ALL OF US GOING A RIDING
21594 (A)—HELPING; OR THE HOUSEMAID'S HARD LUCK
21595 (B)—HELPING; OR THE HOUSEMAID'S HARD LUCK
21596 (C)—SPLASH; OR THE HOUSEMAID'S HARD LUCK
21597 THE BASHFUL LOVER
21598 (A)—BE CAREFUL, LET ME HELP YOU
21599 (B)—WELL, I LIKE THE WAY YOU HELP ME
21600 MOUSE ON TOAST
21601 DID YOU SAY "WATERMELON?"
21602 COME TO GRIEF
21603 ONE STICK OF GUM FOR TWO
21604 TAKING TOLL IN RURAL DISTRICTS
21605 COLUMBIA AND HER NEW FAMILY
21606 (A)—BEFORE MARRIAGE
21607 (B)—AFTER MARRIAGE
21608 NOT A MAN IN SIGHT
21609 (A)—THE GREAT AND GLORIOUS FOURTH OF JULY
21610 (B)—SORROWS OF JULY FIFTH
21611 FUN AT BATHING BEACH
21612 (A)—EAVESDROPPERS
21613 (B)—EAVESDROPPERS DROPPED
21614 IS DINNER READY?
21615 WARM MEALS AT ALL HOURS
21616 (A)—THE FEAST
21617 (B)—IT'S CONSEQUENCES
21618 THE HORRID MOUSE
21619 THE FAIR CANOEIST
21620 COMRADES

Price of above list of artistic and really humorous slides:

Price, each, plain..... **$0.25** Price, per dozen, plain..... **$3.00**
Price, each, colored..... **.50** Price, per dozen, colored..... **6.00**

"LAUGH AND GROW FAT" Send us your order for a selection of these slides. Your audience will "laugh" and you will "grow fat."

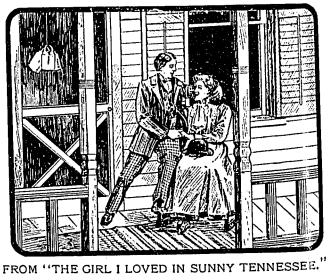
ILLUSTRATED SONG VIEWS FOR THE STEREOPTICON (COLORED)

At the present time, illustrated songs are one of the most popular means of entertaining the public, and they have been immensely successful at the various vaudeville theatres in Chicago and New York. The dramatic effect produced by illustration of the song in this manner is very marked, and the audience who are not particularly moved by either song or illustration, become greatly enthused over this vivid combination of the two.

FROM "'MID THE GREEN FIELDS OF VIRGINIA."

The views with illustrated songs, consist of pictures representing the most important incidents related in the song and are projected by the stereopticon. These pictures are all hand-painted, are in each instance taken from life models and when shown with the stereopticon, enlarged to life size, are exceedingly realistic.

The songs themselves, may be sung by a vocalist while the operator changes the slides at appropriate times. Of late, however, an exceedingly successful method of giving this entertainment, has been to use a graphophone for producing the song instead of relying upon a vocalist. When it is possible to use the Graphophone Grand described on page 101, for this purpose, the effect is even better and the enunciation more plain and distinct than with the human voice. It is not always possible to obtain the services of a local vocalist, but with the graphophone, the exhibitor is always assured of his ability to present this feature successfully.



FROM "THE GIRL I LOVED IN SUNNY TENNESSEE."

We furnish a title slide free with each of the sets listed on next page. Where desired, we can also furnish sheet music for the songs at 25 cents each.

Price, per slide (colored), each..... **50c**

Sold only in sets.

MISCELLANEOUS LANTERN SLIDES.

We can obtain for our customers any slides which are on the market and at prices lower than they are regularly advertised and sold for. The following sets, however, in addition to our regular lecture sets already described, we carry in stock at all times.

ALASKA AND THE KLONDIKE REGIONS.

No. 21565 SET OF 50 PHOTOGRAPHIC VIEWS, of unsurpassed value and interest. Complete with handsome view box and lecture set..... **$12.50**
Price, each..... **.25**

OUR NEW POSSESSIONS.

No. 21567 THIS SET OF 52 VIEWS illustrates Honolulu, the Philippines and Porto Rico. It comprises 42 plain and 10 colored views. Set complete with handsome view box and lecture..... **$16.00**
Price, each, plain..... **.25**
Price, each, colored..... **.50**

VIEWS OF OUR OWN AND FOREIGN COUNTRIES.

No. 21568

VIEWS OF VENICE, 12 sides, with lecture.
Price, each..... $0.37
Price, complete set..... 4.35

VIEWS OF LONDON, 12 slides, with lecture.
Price, each..... .37
Price, complete set..... 4.35

VIEWS OF PARIS, 12 slides, with lecture.
Price, each..... .37
Price, complete set..... 4.35

VIEWS OF ROME, 12 slides, with lecture.
Price, each..... .37
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VIEWS OF GERMANY AND THE RHINE, 12 slides, with lecture. Price, each..... .37
Price, complete set..... 4.35

VIEWS OF SWITZERLAND AND ITALY, 12 slides, with lecture. Price, each..... .37
Price, complete set..... 4.35

VIEWS HERE AND THERE IN THE UNITED STATES, 12 slides, with lecture. Price, each..... .37
Price, complete set..... 4.35

VIEWS OF YELLOWSTONE PARK, 12 slides, with lecture. Price, each..... $ .37
Price, complete set..... 4.35

A WALK OR RAMBLE ABOUT NEW YORK, 12 slides, with lecture. Price, each..... .37
Price, complete set..... 4.35

VIEWS OF PHILADELPHIA, 12 slides, with lecture. Price, each..... .37
Price, complete set..... 4.35

VIEWS OF WASHINGTON, 12 slides, with lecture. Price, each..... .37
Price, complete set..... 4.35

VIEWS OF BOSTON, 12 slides, with lecture.
Price, each..... .37
Price, complete set..... 4.35

VIEWS OF CHICAGO, 12 slides, with lecture.
Price, each..... .37
Price, complete set..... 4.35

ILLUSTRATION OF THE BEAUTIFUL HYMN, Abide With Me. 12 slides.
Price, each, plain..... .35
Price, each, colored..... .75
Price, per set of 12 slides..... 4.00

SPECIAL TEMPERANCE SETS.

No. 21566

THE DRUNKARD'S DAUGHTER, 6 plain slides.
Price, with lecture..... $1.50

TEN NIGHTS IN A BARROOM, 12 plain slides.
Price, with lecture..... 3.00

GAMBLER'S CAREER, 6 plain slides. Price, with lecture..... 1.50

THE BOTTLE, 8 plain slides. Price, with lecture..... 2.00

THE DRUNKARD'S PROGRESS, 12 plain slides. Price, with lecture..... 3.00

FATHER, DEAR FATHER, COME HOME, 6 plain slides. Price, with lecture..... 1.50

THE DRUNKARD'S REFORM, 6 plain slides.
Price, with lecture..... $1.50

THROW OUT THE LIFE LINE, 5 plain slides.
Price, with lecture..... 1.25

WHERE IS MY BOY TO-NIGHT? 6 plain slides.
Price, with lecture..... 1.50

PILGRIM'S PROGRESS, 12 slides. Price, with lecture..... 3.00

UNCLE TOM'S CABIN, 12 slides. Price, with lecture..... 3.00

SECRET SOCIETY VIEWS.

We make to order fine colored photographs illustrating the degree workings in almost all secret societies. Masonic, Odd Fellows, Knights of Phythias, etc. Write us for prices and description of work.

LIST OF ILLUSTRATED SONG SLIDES.

1 THE GIRL I LOVED IN SUNNY TENNESSEE.....17 slides
2 SHE WAS BRED IN OLD KENTUCKY....14 slides
3 'MID THE GREEN FIELDS OF VIRGINIA..... 18 slides
4 MY OLD NEW HAMPSHIRE HOME....14 slides
5 JUST AS THE SUN WENT DOWN.....13 slides
6 A BIRD IN A GILDED CAGE..... 18 slides
7 THE BLUE AND THE GRAY.....17 slides
8 MY LITTLE GEORGIA ROSE.....16 slides
9 ASLEEP AT THE SWITCH.....19 slides
10 ON THE WEDDING MORN.....21 slides
11 WHEN A WOMAN LOVES.....14 slides
12 ONLY A BABY'S RAGGED SHOE.....15 slides
13 NOT ASHAMED TO CALL HER MOTHER.15 slides
14 GOOD MISTER MAILMAN.....12 slides
15 MY OLD GREEN MOUNTAIN HOME ....14 slides
16 MY OLD NEW ENGLAND HOME.....13 slides
17 DON'T INSULT HER, SHE'S MY SISTER.....17 slides
18 THE FACE UPON THE BARROOM FLOOR.....20 slides
19 DON'T BREAK YOUR MOTHER'S HEART, TOM.....16 slides
20 THE SIGN, TO LET, IN THE WINDOW..12 slides
21 HE WAS A PLAYMATE OF MINE.....20 slides
22 FROM A PRISON TO MOTHER'S GRAVE.18 slides
23 DON'T LET HER LOSE HER WAY.....14 slides
24 WHEN I'M BIG I'LL BE A SOLDIER....15 slides
25 THEY WERE THINKING OF THE ONE WHO'D PASSED AWAY.....13 slides
26 PAINT ME A PICTURE OF THE OLD FIRESIDE .....15 slides
27 A-SAILING OVER THE SEA.....12 slides
28 SHE DIED ON HER WEDDING DAY....16 slides
29 A LETTER EDGED IN BLACK.....16 slides
30 THE BLACK SHEEP LOVES YOU BEST OF ALL.....20 slides
31 JUST SET A LIGHT.....11 slides
32 BREAK THE NEWS TO MOTHER.....12 slides
This song was illustrated with the 9th U. S. Infantry, the first troops to enter Santiago de Cuba
33 WILL I FIND MY MAMMA THERE.....16 slides
34 ONE NIGHT IN JUNE.....16 slides
35 JUST BEHIND THE TIMES.....21 slides
36 JUST TELL HER THAT I LOVED HER, TOO.....13 slides
37 I LOVE HER JUST THE SAME.....15 slides
38 TWO SWEETHEARTS OF MINE..... ..12 slides
39 TWO LITTLE, BLUE LITTLE SHOES....15 slides
40 JUST AS WE USED TO DO AT HOME....12 slides
41 I WAS ONCE YOUR WIFE.....14 slides

SONGS THAT NEVER GROW OLD.

42 OLD KENTUCKY HOME..... 6 slides
43 HOME, SWEET HOME..... 4 slides
44 SWANEE RIBBER..... 8 slides
45 STAR SPANGLED BANNER..... 6 slides
46 AMERICA..... 8 slides
47 RED, WHITE AND BLUE.....18 slides

WAR POEMS.

45 JOE WHEELER BEFORE SANTIAGO.....14 slides
46 SHERIDAN'S RIDE.....14 slides

With few exceptions the above slides are made from life models. They are sharp and clean and beautifully colored.

SLIDES FOR SERPENTINE OR SKIRT DANCE, 85 CENTS EACH.

COLORED AND BACKGROUND BLOCKED OUT.

1 BUTTERFLY
2 SHOWERS OF BUTTERFLIES
3 SHOWERS OF STARS
4 SHOWERS OF FLOWERS
5 SHOWERS OF BIRDS
6 CARNATION
7 LILLIES OF THE VALLEY
8 NARCISSUS
9 PANSIES
10 SERPENT
11 WATER BABIES (3 sizes)
12 WHITE ROSES
13 RED ROSES
14 PORTRAIT OF McKINLEY
15 PORTRAIT OF DEWEY
16 PORTRAIT OF SAMPSON
17 PORTRAIT OF SCHLEY
18 FLAG OF ANY NATION
19 GODDESS OF LIBERTY
20 STATUE OF LIBERTY
21 MOTH, SIDE VIEW
22 MOTH, FRONT VIEW
23 BUTTERFLY
24 PAIR OF BUTTERFLIES
25 SPIDER
26 CAT TAILS

A high grade lantern slide can be obtained only by the best photographic art. Song slides are much more effective when colored, and to obtain the best results should always be ordered so. Beware of cheap colored slides, they are cheap at any price—better to use a plain slide than a daub. We employ only the best artists and our slides are colored entire. Not only the face, but the furniture, carpet, wall paper and draperies are artistically colored and blended in pleasing harmony.

COPY (VERY MUCH REDUCED, ACTUAL SIZE IS 19x25 INCHES), OF OUR LARGE ADVERTISING POSTER

ON

THE SPANISH-AMERICAN WAR AND THE PHILIPPINES

ILLUSTRATED

SEA ENCAGEMENT.

A Stereopticon-Lecture Entertainment

Of a Most Magnificent and Impressive Character will be given and will be Profusely Illustrated throughout with

A SERIES OF ORIGINAL AND HIGH-GRADE VIEWS

Which will include all the Most Recent, Stirring and Exciting Events in connection with the INSURRECTION IN THE PHILIPPINES, while others will be descriptive of Scenery and Incidents of the Country and a few of the More Prominent Events connected with our recent WAR WITH SPAIN now happily ended, comprising THE EXPLOSION OF THE MAINE, THE TAKING OF SANTIAGO, and THE CHARGE OF THE ROUGH RIDERS UP SAN JUAN HILL, made famous in song and story.

THE Latest Battles, Military and Naval Engagements.

Deeds of Daring! Acts of Heroism!

Which will Interest and Inspire Every Patriotic Man, Woman and Child in our audience.

VIEWS OF NATIVE SCENERY, CUSTOMS, ETC.

Instructive and Enthrallingly Interesting!

THE VOLUNTEERS CROWDED THE DECK WITH THEIR LOVED ONES.

THE VIEWS WILL BE ILLUMINATED

By an Intense Light, magnified by Powerful Lenses and projected onto an Immense Screen of 100 square feet of surface, making them so large that every one can see while comfortably seated in any part of the hall. There has been a large amount of money spent in selecting Authentic and Reliable Information and in securing the

MAGNIFICENT PHOTOGRAPHIC VIEWS

We promise a Royal Entertainment. Don't Fail to Come and Bring Your Friends.

THE LECTURE AND ENTERTAINMENT WILL BE GIVEN AT

_____

PRICES OF ADMISSION: Adults._____ Cents. Children_____ Cents

Entertainment begins at _____ P. M.

DESCRIPTION OF....

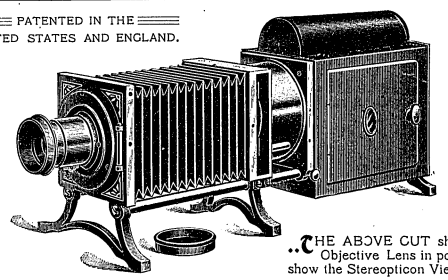
The Enterprise Single Stereopticon

No 21510

USED IN OUR SPECIAL EXHIBITION OUTFIT.

MONEY WILL NOT BUY .....ANYTHING BETTER

PATENTED IN THE UNITED STATES AND ENGLAND.



THE ABOVE CUT shows the Objective Lens in position to show the Stereopticon Views . . .

THE ENTERPRISE STEREOPTICON.... Has all necessary adjustments known in high class stereopticon work, is equipped with all the latest improvements, and is the most beautiful as well as compact and convenient stereopticon made, but is sold at one-half the money asked by other houses for goods of less merit.

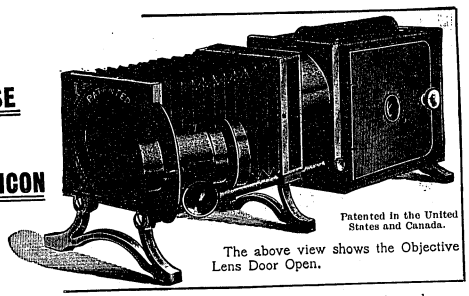
IT IS MADE OF METAL THROUGHOUT, AND BEAUTIFULLY NICKEL PLATED, has dark red bellows, which makes a very pretty contrast, together with dark steel lamp house, and the polished and nickel plated lens mountings. A new plan has been adopted in the construction of the Enterprise Stereopticon which will be highly appreciated by all who use it.

ALL PARTS ARE MADE INTERCHANGEABLE, and it is so arranged that any kind of combination may be made, or any of the numerous and very valuable attachments may be added to it at any time. The parts are made on automatic, and the most perfect machinery, and can always be depended upon to fit as perfectly as though they were ordered at one time.

THE DISSOLVING EFFECT, which constitutes the highest art in stereopticon or magic lantern projection, can be accomplished by adding the top section as listed on another page, which makes it a regular double dissolving stereopticon.

THE ENTERPRISE INSTANTANEOUS COMBINATION OPTIGRAPH ATTACHMENT may be added to either the single or the double stereopticon at any time, and is attached by means of machine screws, which are furnished with the Optigraph attachment.

THE ENTERPRISE SINGLE STEREOPTICON



Patented in the United States and Canada.

No. 21500

The above view shows the Objective Lens Door Open.

THE OBJECTIVE LENSES are the latest production in Stereopticon lenses, are achromatic rectilinear of very high grade, and are made by the Bausch & Lomb Optical Co. Unless otherwise ordered, we furnish what is known as the short focus lens, which throws a ten-foot picture at about twenty feet from the screen. This is usually a convenient distance at which to place the Stereopticon.

THE NARROW ANGLE OR LONG FOCUS LENS, which throws a ten-foot picture at about forty feet from the screen, will be furnished instead of the short focus lens, if desired, for $1.50 extra.

THEY HAVE A VERY FINE RACK AND PINION for focusing; the fittings are lacquered and oxidized and finished in the best possible manner.

THE OBJECTIVE LENS is attached to the Stereopticon by a hinged door, which enables the operator to get at the rear combination instantly, and especially adapts it to use in connection with the Optigraph Animated Picture Machine and Instantaneous Attachment, as the Stereopticon Objective Lens can be instantly swung out of position and the Animated Picture Machine and lens at the same time swung into its place, it being unnecessary to change the adjustments.

THE CONDENSING LENSES are 4½ inches in diameter and are the finest grade, French imported, and as only the best optical glass is used in their construction and the grinding and polishing is very carefully done on automatic machinery; they are less liable to break from the action of the heat than the cheaper grades so often supplied.

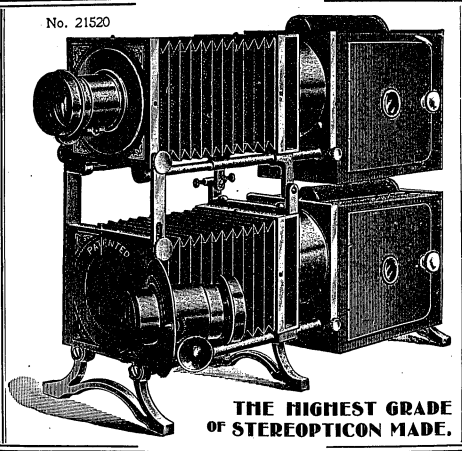
THE LAMP HOUSE is made of a fine grade of planished steel, is extra depth and height, so as to accommodate burners for vapor, gas, oxy-hydrogen calcium, electric or acetylene illumination and is fully enclosed (except for ventilation) to prevent the escape of light from the rear or underneath.

.... PRICE ....

No. 21500 THE ENTERPRISE SINGLE STEREOPTICON, full nickel plated with high grade Bausch & Lomb achromatic rectilinear objective lens, one pair 4½-inch high grade condensing lenses, dark red bellows, planished dark steel fully enclosed lamp house, all complete..... **$30.00**

Our Double Dissolving Stereopticon.

No. 21520



THE HIGHEST GRADE OF STEREOPTICON MADE.

IT IS MADE WITH ALL PARTS INTERCHANGEABLE AND IS SOLD BY US AT ABOUT ONE-HALF THE PRICE ASKED BY OTHER CONCERNS FOR INFERIOR GOODS.

THE ENTERPRISE is especially arranged for convenience in showing dissolving views, which is the highest art in stereopticon exhibition work. For the benefit of those who are not familiar with stereopticon work we will explain that dissolving effects are produced by having two different views, one in each stereopticon, and gradually turning the gas from one jet to the other, so that while one view gradually fades away the other grows brighter until the one is not visible and the other has developed to full brilliancy. In this manner, the screen on which the pictures are shown is never blank, but a picture is visible throughout the entire exhibition.

THE ENTERPRISE DOUBLE STEREOPTICON

is composed of two single stereopticons as described above, except that the top is made slightly different, so as to be attached to the under one. The lower lantern is arranged for the instantaneous Optigraph animated picture attachment, which may be added at any time.

No. 21520 ENTERPRISE DOUBLE STEREOPTICON. Full nickel plated, except the lamp house, which is of planished steel; has dark red bellows, and furnished with either acetylene gas or calcium light burners, and carrying case, all complete. Price **$60.00**

No. 21456 DISSOLVING KEY for use with acetylene gas and the double dissolving stereopticon **5.50**

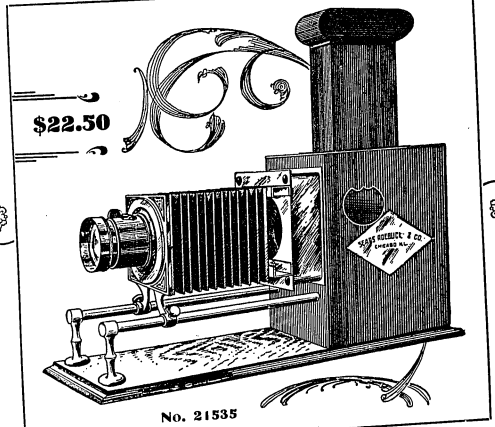
No. 21457 DISSOLVING KEY for use with calcium light and the double dissolving stereopticon **9.50**

..The Seroco Magic Lantern..

THE SEROCO IS A WELL MADE MAGIC LANTERN.

IS CONSTRUCTED EXPRESSLY FOR PROFESSIONAL WORK, and is in no way intended as a toy. This and the Enterprise are the only professional lanterns that we list this year, as the two cover the field entirely and will fill the demand for a low priced lantern, as well as the highest grade stereopticon money can buy.

$22.50



No. 21535

THE SEROCO HAS A POLISHED OAK BASE, planished steel lamp house with hinged door at the rear end, bellows for adjusting the focus, a fine double rectilinear objective lens, with rack and pinion for fine adjustment of focus and 4-inch condensing lenses. The front, condenser mountings, rods and brackets are heavily nickel plated, and add much to the beauty and appearance of the lantern.

No. 21535 We furnish with this lantern either the 4-wick kerosene lamp, a calcium jet for calcium light, or an acetylene gas burner, all complete for **$22.50**

ELECTRIC LIGHT CAN ALSO BE USED IN THIS LANTERN.

WHAT OUR CUSTOMERS SAY.

PRAISES THE VAPOR LIGHT.

Dear Sirs:—The New Vapor Outfit received and tested and it works to perfection, bringing out the animated pictures as plainly as the slides. It is all right and I am well pleased with the way it works. I want to thank you people for the way you have treated me and the liberality you have shown in regard to mantles, etc. Shall speak a good word for you whenever I get a chance. Again thanking you, I am,

Yours respectfully, H. B. ROBBINS.

GIANT VAPOR LIGHT "A DANDY."

Kransberg, S. D.

Gentlemen:—I received the Giant light and find she is "a dandy." I am using a McAllister illustrator with 4 inch condensor. She throws a brilliant picture 12 feet in diameter. Yours truly, WILL S. GENARO, Mngr. Genaro's Comedians.

HAS BEEN VERY SUCCESSFUL WITH CUBAN LECTURE OUTFIT.

Sandwich, Ill.

Sears, Roebuck & Co., Chicago, Ill.

Gents:—I received the Cuban Outfit in good condition, and must say that it is perfectly satisfactory and I have been very successful in its operation. Please send me catalogue of the Optigraph, as I desire to make that addition. Yours respectfully,

C. G. BRADLEY.

CAN MAKE MONEY IN SPITE OF THE HARD TIMES.

Mitchell, Ga.

Sears, Roebuck & Co., Chicago, Ill.

I received the Cuban outfit ordered from you in good condition, and have used it about three weeks and can honestly say that a man can make money with it in spite of the hard times. Please send me a list of additional views. Yours truly, G. V. BRADDUCK.

A PROFITABLE INVESTMENT.

Brunner, Texas.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen:—I am on the road with my Cuban entertainment outfit, and have met with very good success. I expect to send you shortly an order for a set of Klondike slides, in which a great deal of interest is manifested, public attention being divided between this and the war topic. Yours truly, E. T. HOOKER.

ANYBODY WITH PUSH CAN MAKE BIG MONEY.

Dalton, Texas.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs:—I desire to state that I have been giving my outfit that I purchased from you some time ago, a trial, and am well pleased with the results. Anybody that will push the outfit can make good money. Yours truly, LEE STEWART.

GREATLY PLEASED.

Greys Point, Mo.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen:—Mr. Olsen and I have an illustrated Cuban lecture outfit with which we are pleased, and are doing so well that we think that we will buy a little more from you. Find enclosed an order to send us by express one of your Graphophone entertainment outfits with large concert horn, folding stand and records as listed. Let the posters be a combination of the Cuban and Graphophone outfits. Very truly yours, M. O. MORRIS.

WHAT OUR CUSTOMERS SAY.

WELL SATISFIED AND HAVING GOOD HOUSES.

Eureka, N. D.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen:—I received the Cuban outfit in good order and desire to say that I am well satisfied with it. I am at work and am having good houses. Would have written you sooner only was testing the quality of instrument, and I find it to be all O. K. Please send me list of the latest views of the war, also some comic views.

Yours very truly, I. A. MORRIS.

$95.80 AT THREE ENTERTAINMENTS.

Bud, Ind.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen:—We have sent you money for the combination posters and ordered them forwarded to Trafalgar. We think that they will draw better than where we posted the graphophone and lecture poster together. At Samara we had 142 adults at 20 cents, and 58 children at 10 cents, making $34.20. At Spearville we had 208 tickets out at 15 cents straight, making $31.20. At Jamestown we had 304 tickets at 10 cents straight, amounting to $30.40. We have put our posters up in the windows of the business houses and other conspicuous places, and use from 15 to 40 in a place, depending on the size. We saw your ad. of the Optigraph moving-picture attachment. Could it be attached to our lantern? If so, send a catalogue, as we would like to add that to our entertainment. We hope to hear from you at Morgantown, Ind., Saturday, March 26.

P. S.—We aim to bill at least one week in advance and haven't used any newspaper advertising as yet. Do you think it would pay? HAMPTON & NORTON.

Springfield, O.

Sears, Roebuck & Co., Chicago, Ill.

We are well pleased with our Cuban magic lantern purchased from you. It gives perfect satisfaction and we are making money right along. We have given five shows and realized money in each instance. We expect to add your Optigraph machine to our present entertainment. Yours with respect. JACOB E. WOLF.

Pittsburg, Pa.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen:—Some time ago I purchased a Cuban Lecture outfit from you and take this opportunity to state that it is perfectly satisfactory and my prospects are excellent, to say nothing of the success that I have enjoyed so far. Please keep me posted concerning any new issue. Yours truly, DAVID O. THOMAS.

TRAVELING WITH OUTFIT AND DOING GOOD BUSINESS.

Braddock, Pa.

Sears, Roebuck & Co., Chicago, Ill.

Please quote me a price on Cuban posters in lots of 1,000 and 2,000. I am still traveling with the Cuban lecture purchased from you, and doing a very good business.

Yours truly, WM. A. CREE.

RECEIVED LOUD APPLAUSE AND GOOD RETURNS.

Iron Bridge, I. T.

Sears, Roebuck & Co., Chicago, Ill.

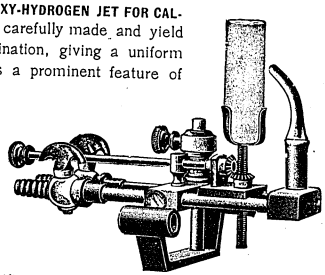
Our Cuban outfit which we purchased of you some time ago is giving entire satisfaction. We have given several entertainments with marked success. We were very loudly applauded at Whitefield on the 15th inst. and had good returns.

Yours very truly, F. M. BARNETT, GRIFFIN & CO.

Miscellaneous Supplies....

For Stereopticon and Motion Picture Work.

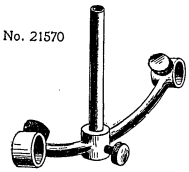
No. 21569 THE PERFECTION OXY-HYDROGEN JET FOR CALCIUM LIGHT. These jets are very carefully made and yield the maximum intensity of illumination, giving a uniform light without the hissing, which is a prominent feature of badly constructed jets.



The jets have a reputation of many years and to retain the reputation acquired, every detail is carefully supervised and each jet is fully tested before shipment. The lime carrier is supported on a sliding bed plate affording facilities for placing the lime at proper distance from the orifice of the jet. Has gear work for revolving and elevating the lime, so that a fresh surface may be exposed to the action of the gas when necessary. The jet when in a frame, is firmly held in the central line of the lens by a clamping screw on the vertical post.

Price, each.....**$8.50**

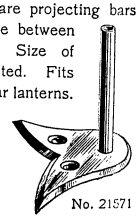
No. 21570



No. 21570 LAMP HOLDER for attaching calcium light or electric arc burner to magic lanterns or stereopticons, where there are projecting bars in the lamp house. Distance between center of holes, 4¾ inches. Size of holes, ½-inch. Full nickel plated. Fits our Enterprise and Seroco regular lanterns.

Price, each.....**$1.50**

No. 21571 LAMP HOLDER. For attaching electric arc burner or calcium jet to magic lanterns, stereopticons or sciopticons. Can be used on any lantern which is mounted on a wood base, or that can be mounted on a wood base. Full nickel plated.



No. 21571

Price, each.....**$1.25**

LENSES.

STEREOPTICON OBJECTIVE LENSES are made of different focus so as to project pictures of different sizes at the same distance from the screen. We list the following regularly: Write us for estimate of prices on lenses of any other range required.

No. 21572 REGULAR ONE-FOURTH OR QUARTER SIZE, with rack and pinion, projects a picture the size of which is approximately half the distance between the screen and the stereopticon. Thus, at twenty feet, this lens will give a picture about ten feet square, or at thirty feet, about fifteen feet square.

Price, each.....**$5.00**

No. 21573 LONG FOCUS, OR TWO-THIRDS SIZE, with rack and pinion, projects a picture one fourth its range. Thus a ten-foot picture is projected at about forty feet, and a fifteen-foot picture at about sixty feet.

Price, each.....**$7.50**

No. 21574 THE DARLOT ADJUSTABLE LENS is made expressly for us and imported from France. This lens is one of the highest grade lenses ever sold in this country. It is perfect in operation, as well as in results and fully guaranteed by us. It consists of an ordinary lens tube or jacket made slightly larger than the regular size and finished in the highest style of mechanical art and perfection. It is made in such a way that the tube or shell which contains the lens can, by simple mechanical operation, be loosened and removed from the jacket, while an exactly similar tube in appearance, containing lenses of a different range, suitable for work at another distance, is inserted in its place and the operator is at once prepared to work with equal advantage at the new range. Five tubes in all are provided with this lens, so that it practically covers the entire limit of distance at which the exhibitor might desire to operate from—20 to 200 feet. The various lens tubes furnished are as follows:

(a) Regular one fourth size tube and lenses, each.....**$8.80**
(b) One-third size tube and lenses, each.....**8.80**
(c) One-half size tube and lenses, each.....**8.80**
(d) Two-thirds size tube and lenses, each.....**8.80**
(e) Four-four size tube and lenses, each.....**8.80**
Price of Special Adjustable Jacket.....**8.80**

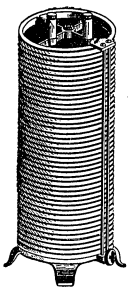
Customers can select the jacket, with one, two or more tubes, and as they proceed with their work can add tubes suitable to such other ranges as they find desirable to their work. They are not required to purchase the complete set or more than they consider necessary.

The cost of a set of five standard objective lenses, which would be necessary to do similar work at different ranges, would be about $85.00, so that the purchase of the adjustable set would effect a saving of nearly one-half.

The advantage of a lens of this description for traveling exhibitors, who hardly ever operate twice under the same circumstances, cannot be overestimated.

No. 21575 CONDENSING LENSES, 4½ inches in diameter, plano-convex, best imported, perfectly finished, polished and annealed.

Price, each.....**$1.75**
Price, per pair.....**3.00**
Price, per pair, mounted in tin.....**3.75**

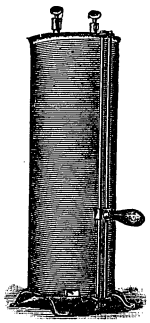


No. 21577

No. 21577 THE EXCELSIOR RHEOSTAT. When using the electric arc lamp, it is necessary to use a rheostat for reducing the current. This rheostat is adjustable, and is adapted to circuits of 55 and 110 volts. It has an iron frame, is well insulated, is made much lighter than the usual forms, and is especially adapted to the use of the traveling exhibitor. The total weight is 5¼ pounds.

Price, each.....**$5.00**

No. 21578 THE STANDARD RHEOSTAT. When using the electric arc lamp on an incandescent or 220-volt circuit, it is necessary to use a more powerful rheostat, for which purpose we offer the Standard; it is provided with new style adjusting lever, by which the light can be gradually increased or decreased, and can also be adjusted for either 110 or 220 volts. For all purposes it is the best rheostat procurable.



No. 21578

Price, each.....**$15.00**

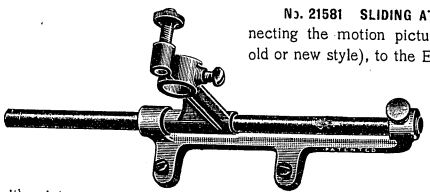
No. 21579 CARBONS FOR THE ELECTRIC ARC LAMPS. These are made in two sizes, both of which it is necessary to use, when using continuous currents. When using the alternating current, only the large size is required. Prices subject to change on account of advancing market.

Price, per 100, small size, diameter ⅜-inch..... **2.25**

Price, per 100, large size, diameter ⅝-inch **$3.35**

No. 21580 INSULATED ELECTRIC LIGHT WIRE. Flexible electric light wire, double, with heavy cotton insulation for making electric light connections.

Price, per length of 30 feet.....**95c**

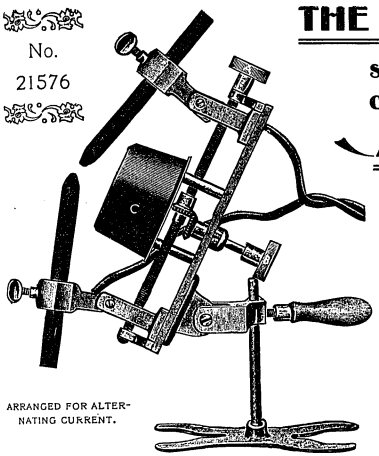


No. 21581 SLIDING ATTACHMENT for connecting the motion picture machine (either old or new style), to the Enterprise stereopticon. The use of this attachment enables the operator to instantly slide the motion picture machine, either into or out of range of the condensing lenses, thus changing instantly from motion pictures to stationary pictures, or vice versa. It can be attached at any time by two screws, which accompany the attachment.

Price, each.....**$4.00**

No. 21576

THE IMPROVED SELF CENTERING ARC LAMP.



ARRANGED FOR ALTERNATING CURRENT.

This hand feed lamp is constructed to meet all requirements of an

ELECTRIC LAMP

and can be used equally well for alternating or for direct current.

The carbons can be set at any angle and adjusted by feed screws.

ALL PARTS ARE MADE OF BEST MATERIAL, NICKEL PLATED AND FINELY FINISHED.

When working on an

ALTERNATING CURRENT,

better results will be obtained by tilting the carbons (see cut above).

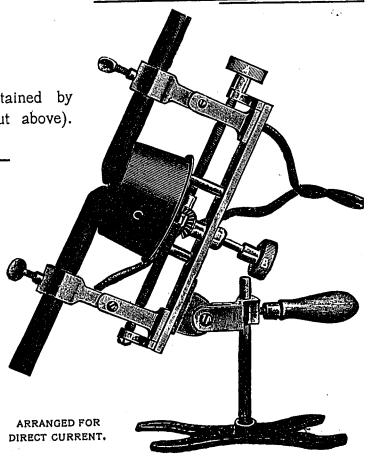
THE CARBONS

should both be soft and of same size, namely, ⅝ of an inch.

When working on a

DIRECT CURRENT,

arrange the carbons as shown in the lower cut, using a ⅜-inch solid carbon at bottom and a ⅝-inch cored carbon at top.



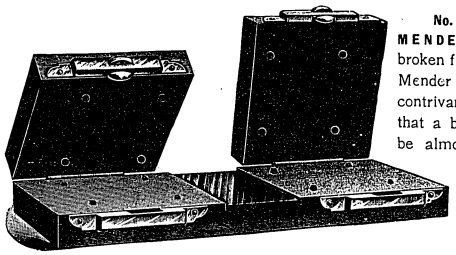
ARRANGED FOR DIRECT CURRENT.

No. 21576

Price, complete..**$10.00**

No. 21582 SPUN-CONE AND SUB-CONDENSER. The spun-cone is of much value for attaching to the rear of the Optigraph to prevent the side illumination from escaping between the motion picture machine and the stereopticon. When using electric or calcium light, only the cone should be used; but when using vapor light, both the cone and sub-condenser are necessary, as the sub-condenser makes a much flatter field and more intense illumination.

Price, spun-cone.....**$0.75**
Price, sub-condenser, diameter 3½ inches **$1.25**

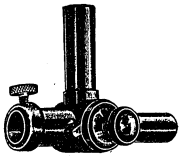


No. 21583 FILM MENDER, for mending broken films. The Film Mender is an ingenious contrivance, so arranged that a broken film can be almost instantly mended, making it as good as new, insuring perfect contact, and that the union will be in the right place so as not to throw the picture out of center, and making the edges perfectly even, so the film will run true.

Price, each.....**$2.50**

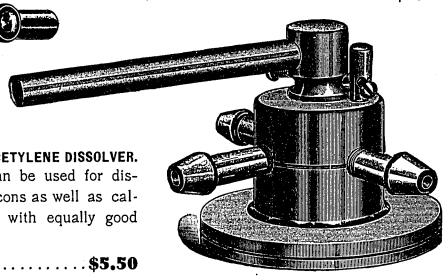
No. 21584 THE STANDARD OXY-HYDROGEN DISSOLVING KEY is provided with adjustable valves and stop cocks. The valves are so carefully ground and the grooves so accurately cut that the effect produced is about equal to that of a high pressure dissolving key. It can be used with either gas bags or cylinders.

Price, each **$10.00**



No. 21585 VAPOR LIGHT DISSOLVING KEY, for use with double stereopticon and vapor light to produce dissolving effect. Very easy to operate and does excellent work.

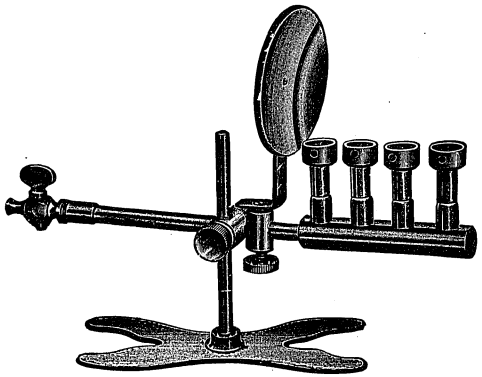
Price, each.....**$7.50**



No. 21586 ACETYLENE DISSOLVER. Acetylene gas can be used for dissolving stereopticons as well as calcium light, and with equally good results.

Price, each.....**$5.50**

No. 21587 THE "BEST" ACETYLENE BURNER. This is without question the best burner on the market. It consists of four new Acetylene tips, each having four air chambers and two gas jets, which unite in one dazzling white flame.

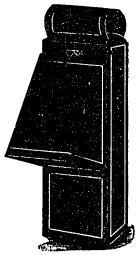


These four brilliant flames, fed by sixteen air chambers, give perfect combustion and an ideal light. The burner has a highly polished reflector that can be adjusted to any desired focus.

Price, each.....**$7.00**

No. 21588 STAND for supporting burner in lantern.

Price, each.....**$1.00**



No. 21589 LECTURERS' LAMP. This lamp throws a sufficient amount of light for reading the lectures accompanying the views, and is so arranged that it will not illuminate the hall so as to interfere with the brilliancy of the views on the screen.

Price, complete **$3.50**

PICTURE SCREENS.

Our screens are made of a special extra grade of closely woven fine white muslin, which is necessary in order to have them opaque, so as to prevent the rays of light from shining through, thus giving the best picture possible and the material is of extra width, being five feet between seams. The screens are provided with ropes extending across both ends and projecting from the corners and also loops between for stretching and supporting it.

No. 21590 PICTURE SCREEN, 12x12 feet **$4.60**
No. 21591 PICTURE SCREEN, 14x14 feet **6.75**
Prices quoted on larger sizes on application.

PRICE LIST OF CHEMICALS, SUPPLIES, ETC.

No. 21592 MANTLES. Highest grade and extra mineral strength for use with vapor light (not the same as used for ordinary gas light.)
Price, each **$0.25**
Price, per dozen **2.80**

No. 21593 ETHER. For calcium light. A good grade for use in the Ives, or other Saturators.
Price, per pound **$1.00**

No. 21594 GASOLINE. High grade (88 test), for use with the vapor light apparatus or the new style calcium light and gas making apparatus,
Price, five gallons in jacketed can **$1.90**

NOTE.—It is seldom that anything of higher grade than 65 test (ordinary stove gasoline), can be had outside of the very large cities, and the very low grades will not do for use with calcium light outfits. GASOLINE CANNOT BE SENT BY EXPRESS, BUT MUST GO BY FREIGHT. We advise buying five gallons at a time.

No. 21595 BLANK FILM. For adding to moving-picture films.
Price, per foot **$0.10**

No. 21596 FILM CEMENT. For mending or splicing moving-picture films.
Price, per bottle **$0.30**

No. 21597 CHLORATE OF POTASH. Good quality for making oxygen gas for calcium light.
Price, per pound **$0.13**

No. 21598 BLACK OXIDE OF MANGANESE. For making oxygen gas.
Price, per pound **$0.07**

No. 21599 LIMES. Best quality in screw top cans, each containing one dozen limes.
Price, per can **$0.95**

No. 21600½ GASOLINE HEATER. For calcium outfit, used for heating retort and generating oxygen gas.
Price **$5.50**

SPECIAL POSTER LIST.

The urgent demand from our many customers has induced us to make special arrangements for furnishing them with advertising posters, exhibition tickets and printing outfits in small quantities, and at prices which will be a very great saving, assistance and convenience to exhibitors.

The posters are illustrated with appropriate and very attractive engravings, the printed matter well displayed, are large size, printed on tinted paper and will be furnished singly or in combination.

We have them singly for the graphophone entertainment, our stereopticon outfits, and the Optigraph moving pictures. In combination, we have them for the graphophone and various stereopticon outfits, the graphophone and the moving pictures, stereopticon outfits and moving pictures and the graphophone, stereopticon and moving pictures.

The single posters are 14x21 inches; the double combinations are 18x24 inches, and the triple combination is 19x25 inches.

We have gone to a great deal of expense in the preparation of these posters, and as a result we can furnish at from $3.50 per thousand upwards; posters which would cost the exhibitor from $50.00 to $100.00 to produce in small quantities of say 2,000 to 4,000.

POSTERS FOR SINGLE ENTERTAINMENT, size 14x21 inches, per 1,000 ..... **$3.50**
POSTERS FOR SINGLE ENTERTAINMENT, size 14x21 inches, in lots of 500 ... **1.90**
POSTERS FOR THE DOUBLE COMBINATION ENTERTAINMENT, per 1,000 ..... **4.25**
POSTERS FOR THE DOUBLE COMBINATION ENTERTAINMENT, in lots of 500 .... **2.25**
POSTERS FOR THE TRIPLE COMBINATION ENTERTAINMENT, per 1,000 ..... **5.00**
POSTERS FOR THE TRIPLE COMBINATION ENTERTAINMENT, in lots of 500 .... **2.75**
EXHIBITION ADMISSION TICKETS for either single or combination entertainments, per 1,000 ..... **1.25**
In lots of 500 ..... **.75**

RUBBER PRINTING OUTFITS with large rubber movable type, especially adapted to show bill work, for printing in dates, places where exhibitions are to be given, prices for admission, one long holder (6 inches for holding the type while printing), ink pad, type case and tweezers. Price, per set **2.00**

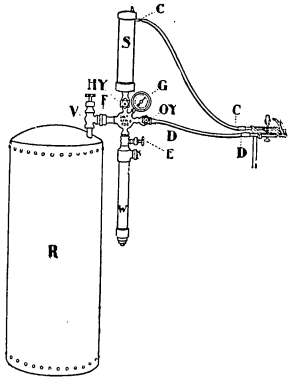
The above printing outfit is made special for us, An outfit which would take its place would, if purchased at the regular price, cost $4.15.

The posters weigh about 50 lbs. per 1,000, boxed ready for shipment. The tickets weigh about 3 lbs. per 1,000.

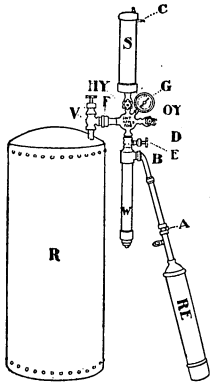
RADIANTS FOR USE IN ILLUMINATING AND PROJECTING FROM THE STEREOPTICON AND MOVING PICTURE MACHINE.

THE IMPROVED CENTURY PORTABLE CALCIUM LIGHT AND GAS-MAKING OUTFIT for stereopticons and moving picture machines.

The improved Century is the best, the most portable, durable, economical and convenient gas-making outfit on the market.



Showing outfit connected up, ready to attach to stereopticon.



Showing outfit connected up for making gas.

No. 21601 THE IMPROVED CENTURY PORTABLE CALCIUM LIGHT AND GAS-MAKING OUTFIT, complete including steel tank, saturator, retort, wrench and pliers.

Price, complete..... **$45.00**

The retort can be heated over a stove or a gasoline heater, or over an open fire.

POINTS OF SUPERIORITY.

You can make your own gas at one quarter the regular price.

No danger from punctured rubber bags.

The device is simple, easy to operate, and absolutely safe.

It is compact and portable, not exceeding 80 pounds in weight.

No washers are required, as all joints are ground and faced, and tight at any pressure. Is always connected up, and only requires two connections to be made in generating gas.

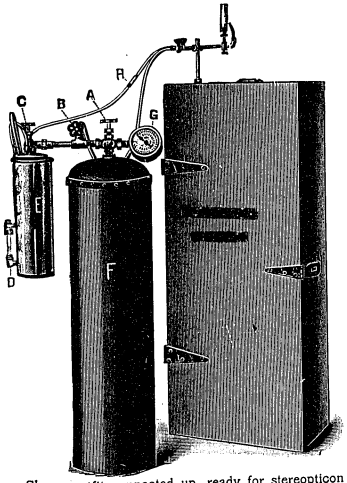
This device does away with all unnecessary fittings, nipples, washers, etc.

The advantage of using calcium light, should be well considered. It is clean, easy to handle, economical and reliable. For those who expect to show

in small towns and in the country, where electric lights are not used, the calcium light apparatus is indispensable. The calcium light is produced by a combination of oxygen and hydrogen gas; is very white, next in intensity to electric light, produces about 700 candle power, and is the

ONLY OTHER LIGHT THAT CAN BE USED TO ILLUMINATE THE VIEWS FOR MOVING PICTURE MACHINES.

We have carefully considered all of the light-making apparatus on the market, and have selected one, which we believe, it would be difficult to improve upon. It is extremely simple, having the smallest number of parts possible, but at the same time is thoroughly efficient. The outfit consists of a strong steel tank for storing the gas, a pressure gauge, which shows at all times the pressure of gas contained in the cylinder, a retort in which the chemicals are placed for generating the gas, a filter, through which the gas passes for purification, and before going into the tank, and a saturator for converting a portion of the oxygen gas into hydrogen gas. The chemicals required for producing the oxygen gas are black oxide of manganese and chlorate of potash. These chemicals are heated in the retort, in a stove, open fire or any way convenient which converts them into gas, which passes into the steel tank as fast as generated. The cost of gas for an evening's entertainment is about 35 cents. Complete instructions accompany each outfit, which will enable any one to easily understand and operate it.



Shows outfit connected up, ready for stereopticon and case in which it is shipped.

THE ECLIPSE PORTABLE CALCIUM LIGHT OUTFIT.

The Eclipse differs from the improved in being smaller, and of somewhat different mechanical construction and finish; it is, however, a thoroughly first class outfit, with all latest improvements, exceedingly portable, durable and perfectly safe. It will generate, and store sufficient gas for any ordinary evening's entertainment.

No. 21602 THE ECLIPSE PORTABLE CALCIUM LIGHT AND GAS-MAKING OUTFIT.

Price, complete..... **$38.00**

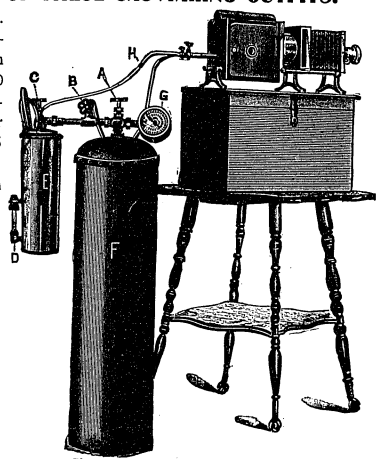
REASONS WHY IT IS PREFERABLE FOR THE EXHIBITOR TO HAVE ONE OF THESE GAS-MAKING OUTFITS:

Because it is cheaper. To buy the gas and pay express charges on tanks both ways, will cost from $1.50 to $2.00 for each entertainment; to make your own gas, only about 35 cents.

Because of the delay in shipment or transportation, which so frequently occurs, when gas is purchased in tanks.

Because you can always make your own gas anywhere, and are thus perfectly independent.

If, however, your circumstances are such, that you are for a time compelled to rent gas tanks, we can furnish them at a cost of $6.25 for a pair of tanks, each containing fifty feet of gas. The gas when furnished in this manner, is exceedingly simple and easy to handle.



Shows outfit connected to stereopticon. Stereopticon is not included in price.

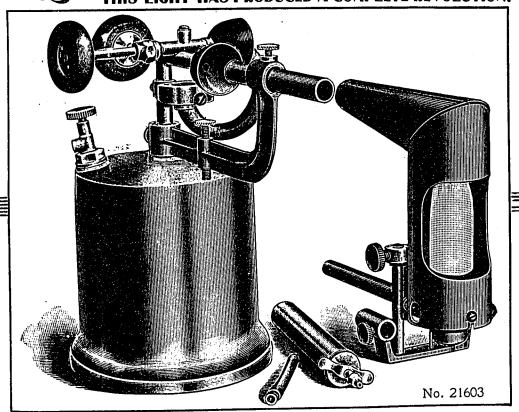
LIST OF CALCIUM LIGHT COMPANIES IN THE UNITED STATES.

CHICAGO CALCIUM LIGHT CO., 74 Market St., Chicago, Ill.
GARDEN CITY CALCIUM LIGHT CO., 82 Market St., Chicago, Ill.
NEW YORK CALCIUM LIGHT CO., 410 Bleeker St., New York, N. Y.
NEW YORK CALCIUM LIGHT CO., (Boston Branch), 102 Utica St., Boston, Mass,
NEW YORK CALCIUM LIGHT CO., (Philadelphia), 310 S. Fifth St., Philadelphia, Pa.
NEW YORK CALCIUM LIGHT CO., (Baltimore), Guilford and Girard Ave., Baltimore, Md.
BROOKLYN CALCIUM LIGHT CO., Brooklyn, N. Y.
SYRACUSE CALCIUM LIGHT CO., Syracuse, N. Y., Mr. Clancy, Manager.
COLUMBUS CALCIUM LIGHT CO., 796 N. High St., Columbus, O.
INDIANAPOLIS CALCIUM LIGHT CO., Maryland St., Indianapolis, Ind.
WESTERN CALCIUM LIGHT CO., Detroit, Mich., Chas. Ernest, Manager.
C. E. VAN DUZZE, 222 Nicollet Ave., Minneapolis, Minn., (Twin City Calcium Light Co.)
BALBACH & RUSTIN, Omaha, Neb.
KANSAS CITY CALCIUM LIGHT CO., Kansas City, Mo., Kollman Bros., Managers.
ST. LOUIS CALCIUM LIGHT CO., St. Louis, Mo.
DENVER CALCIUM LIGHT CO., Denver, Colo.
SAN FRANCISCO CALCIUM LIGHT CO., San Francisco, Cal.
LOS ANGELES CALCIUM LIGHT CO., Los Angeles, Cal.
CLEVELAND CALCIUM LIGHT CO., Cleveland, O.
CALCIUM LIGHT CO., Lincoln, Neb.
ALBANY CALCIUM LIGHT CO., 26 William St., Albany, N. Y.
ROSS & COLLINS CALCIUM LIGHT CO., 169 Niagara St., Buffalo, N. Y.
CINCINNATI CALCIUM LIGHT CO., 120 Longworth St., Cincinnati, O.

The Giant Incandescent Vapor Light.

THE NEWEST.... THE BEST....

FOR THE PROJECTION OF STEREOPTICON PICTURES THIS LIGHT HAS PRODUCED A COMPLETE REVOLUTION.



No. 21603

THE GIANT INCANDESCENT LIGHT is next to the calcium, the strongest and most brilliant light for projection purposes known, and is about six times stronger than the best form of kerosene illumination.

The apparatus is small, light, perfectly safe, clean to handle, emits no disagreeable odor; is the most economical form of light made and will throw a good clear picture up to ten to twelve feet square with an ordinary quarter size lens.

The entire apparatus, including tank, air pump and burner, weighs about six pounds, and can be carried in an ordinary hand satchel or in the case with the stereopticon. Height to top of burner, only eleven inches.

DESCRIPTION OF THE GIANT INCANDESCENT VAPOR LIGHT.

The basic principle of this lighting apparatus is similar to the Welsbach gas burner, but the gasoline vapor furnishes a much purer hydrogen gas than is used for house illumination, and the high air pressure adds efficiency and makes the flow of gas perfectly steady; it has a mantle made on an entirely new principle, of extra heavy material, especially treated with a chemical preparation of recent discovery.

The arrangement and perfecting of this apparatus and its adoption for magic lantern and stereopticon illumination is the latest work of a well known scientist and expert in this line. To operate the apparatus is extremely simple, in fact, is almost as easy as to use an ordinary gasoline stove.

No. 21603 Price, including air pump and burner, complete, two extra mantles **$14.50**

No. 21604 Extra mantles, each ..... **.25**

No. 21605 Extra burner with two mantles and metal chimney for use with double stereopticon **$5.50**

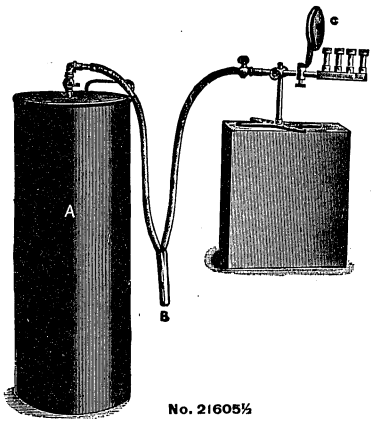
No. 21585 Dissolving key for vapor lamp **7.50**

ACETYLENE GAS....

FOR STEREOPTICON ILLUMINATION

Portable, Simple, Durable, Inexpensive and Clean.

Produces a Brilliant Light.



A really High Class Light, for the Projection of Stereopticon Pictures.

No. 21605½

THE NEW SEROCO GENERATOR WITH DRIP CUP ATTACHMENT AND BEST ACETYLENE BURNER.

While it has been generally conceded, that Acetylene gas provides an almost ideal light for stereopticon work, trouble has sometimes been experienced in keeping a steady light during the entire entertainment, as the gas in generating increases the temperature of the water and more or less steam or vapor is carried into the rubber tube, where it condenses and retards the flow of gas. Various methods have been adopted to overcome this difficulty, but our "drip cup" attachment shown in cut is the only one that has proved entirely satisfactory; any accumulation of water which may form runs at once to the drip cup and the tube is kept free and clear and a brilliant and even flow of gas is the result.

The generator outfit consists of generator, rubber tubing, drip cup and five pounds of carbide in tin. (Burner is not included.)

The light is strong and very simple to operate, the gas is made automatically as used, and an explosion is therefore impossible.

No. 21605½ Price of generator outfit complete.....**$8.00**

No. 21587 THE BEST BURNER consists of four tips, each having four air chambers and two gas jets, which unite in one dazzling white flame, giving perfect combustion and an ideal light. Price **$7.00**

..WHAT IS

NECESSARY TO SUCCEED.

FIRST AND FOREMOST. Study the work of advertising. Be sure that your advertising matter is judiciously, at the same time, thoroughly distributed. Study the matter of making engagements for your entertainments, how to approach the church or school house committee, entertainment committee, or others with whom you make arrangements for a fixed or guaranteed consideration for your exhibition. If for any reason, you are not as successful in one case as you feel you should be, consider well your mistakes and how they can be bettered, and in the next town, the next committee that you go to see, profit by the experience gained in the former.

Make this your business; study it in every point, in the handling of the outfit, in the delivering of the lecture, the improving of the entertainment from time to time, in the advertising, the arranging for dates, contracting with entertainment committees, managers of halls, churches, school houses, etc.; in your personal conduct, in every way that elicits the interest of people in your proposition, and make the greatest possible success of your undertaking.

Out of a possible one hundred, ninety-nine people trudge along at the same old gait, at the same kind of work. Is it any wonder that their ambition occasionally causes them to give thought to other occupations, and believing that they are capable of a better and far more profitable career, they cast around with a view of finding a different occupation, an opportunity to rise above the common level. Are they encouraged by their friends and even their own family? No. In the same ninety-nine cases out of a possible hundred, they receive nothing but discouragement. He will be told that he cannot succeed, he doesn't understand the business, he cannot learn to understand the business, and his friends and his neighbors throw the sneering blanket of discouragement over the new proposition, the result being that he continues at the same old work, drives the same team or stands back of the same old counter for the sum of $1.50 to $2.00 a day.

From every city comes a few, from every town and community possibly one or two young men, who, in spite of all these conditions, have, with their own strength, brushed aside the opinion of relative, the neighbor, and the sneering friends, and putting their determination, their confidence in all cases into the developing of a new idea, have stepped forward to the greatest success, and among the possible one out of one hundred we have many very successful exhibitors who have purchased our various public exhibition outfits, and to the one out of the one hundred, we have the commercial success to offer.

We ask of the father, encourage your son just a little; we suggest to the mother, just a little word of encouragement to the boy; we advise the relative,

the brother, the sister and the friend, not to make too little of the young man's possible first real business idea.

Don't forget it is an idea that may be worth $100.00, possibly $1,000, may be $10,000, there may be $100,000 in this idea. Just a little word of encouragement is necessary at the start. So much good can be done this young man just at the birth of this first business idea. How much harm can be done b perhaps killing the thought, the original idea you may never know. Encourage him just a little, let him at least make a little experiment. The expense will be very slight, the experience will be worth ten times the cost, even if at first he doesn't meet with the greatest of success. His business spirit will not be broken, not be weakened, and even a little discouragement on the start will only kindle in him greater ambition and determination

The young man, who, seeing our advertisement of public exhibition outfits, either our talking machine exhibition outfit, panorama or moving picture outfit, and is impressed with the thought that possibly he can make a success of this work, writes to us, receives our Public Exhibition Catalogue, reads it through and through, familiarizes himself, as far as possible, with the different entertainment outfits, the different machines, how they are worked, their cost, reads what others have done and are doing, how much money they are making, etc. In this way he becomes interested in the public exhibition proposition. He sees where others, without previous experience, have made big successes, he sees where others, who, with conditions less favorable than his own, perhaps with much less education, perhaps in much poorer territory, or without sufficient means to buy as complete an outfit as he can buy, people who are not fortunate enough to be able to make the same personal appearance, the same ability to address, etc., with all these disadvantages have, with one of our outfits, stepped from a position of almost common drudgery to a position of liberal income and commercial success.

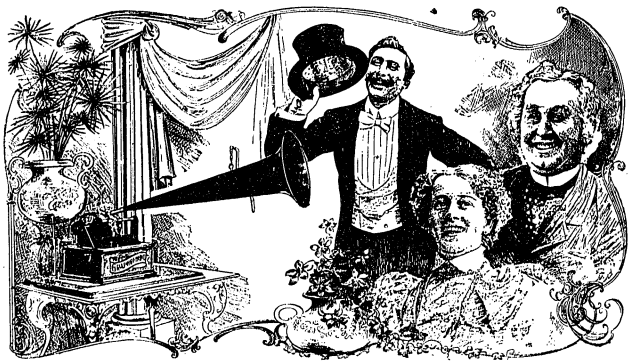
This young man has given this matter a great deal of thought; he has studied the proposition thoroughly; he has studied the different conditions which might tend to discourage and defeat the proposition; he has, by reason of his study, become competent to judge, and his opinion as to what he himself can or cannot do with one of our public exhibition outfits, is worth a thousand times the opinion of the father, the mother, the brother, the sister, the friend, or the neighbor, whose first thought is to discourage the young man, and so we say (and we feel we are perfectly justified in advising; we feel that the proof we have in the thousands who have succeeded is sufficient to warrant us in advising), first to the parents and the family, then the friend and the neighbor, don't judge the proposition too hastily, don't underrate the young man's ability. He may have, and he undoubtedly has, undeveloped ability which is yet to be shown, and it will be shown through his success in this exhibition work if he makes the undertaking and he is now sufficiently confident in his own ability to make the start, and the start will be made if he only gets that much needed word of encouragement from those with whom he feels it at least his duty to counsel.

The Graphophone or Talking Machine

THE PERFECT MUSICAL AND TALKING MACHINE.

TRIED, TESTED AND GUARANTEED.

A PUBLIC ENTERTAINER OF UNRIVALED MERIT AND A MINT OF MONEY FOR THE EXHIBITOR.



USED for public exhibition work, our entertainment outfits described elsewhere, will pay for themselves in from one to three nights and by reason of their simplicity, the ease with which they can be operated, the attractiveness of the programme presented, they are the best and most popular form of outfit for parties desirous of embarking in exhibition work on a comparatively limited capital.

AS A MONEY-MAKER

The Graphophone Has No Equal.

THE GRAPHOPHONE

Is the latest improved, most durable and the loudest of all forms of standard talking machines. Manufactured by the best known firm in that line in the country and fully guaranteed. It is provided with machine-cut gears and all parts are made with a view to strength, durability and ease of motion.

THE MECHANISM

Is as perfect as years of experience and experiment have been able to produce, and there is almost no chance for it to get out of order. It is operated by a spring motor, which runs two records with one winding and has a governor for regulating the speed.

THE AMPLIFYING HORN

Can be used with any of the machines we list in this catalogue and is certainly instrumental in considerably increasing the volume of sound. We list elsewhere a full line of genuine brass horns for use with our Graphophones which not only multiply the sound, but impart a distinctness, purity and rich musical quality not obtained from an ordinary tin horn, nor from the common line of cheap white metal horns, which are really no improvement on a tin horn. See illustration of our magnificent brass amplifying horn on next page.

TAKE ONLY THE BEST.

Our immense experience as the leading and practically the only purveyors of exhibition outfits in the west, the care we devote to the selection of our musical and talking records, our knowledge of the business and our facilities for buying in large quantities, enables us to furnish to our customers, not only the latest and best in this line, but at lower prices than any other concern.

DO NOT DELAY

But order at once. It is an easy matter to make from $5.00 to $25.00 per day with one of our Standard Graphophone Outfits. You can make arrangements by letter or in person with churches and societies to give one or more exhibitions on terms of sharing the proceeds for the use of the house, assistance, etc. Churches, Sunday schools and societies are glad to have some means of giving entertainments, as it enables them to raise money to help pay their expenses.

ALL THE EXHIBITOR HAS TO DO

Is to make his appearance on the evening of the entertainment, place his instrument in position, give the entertainment and take away his share of the

cash taken in. For example, suppose that an exhibition is given in a church which will seat about 200 people and the charge for admission is only 15 cents each. This would make the total receipts $30.00, and by giving half for the use of the church, etc., that would leave the exhibitor $15.00 for the evening's work, and six exhibitions a week would amount to $90.00, clear. Think of such an opportunity as this as compared to any other proposition that you know of.

The amplifying horn can be applied with advantage to any of our talking machines, and will more than double the volume of sound.

WE POSITIVELY GUARANTEE

Our Exhibition Outfits to be exactly as represented and are willing to send the outfits C. O. D., subject to examination, provided $5.00 is sent with the order as a guarantee of good faith; and if they are not found exactly as represented and a wonderful opportunity for making money, the outfit can be returned to us at our expense, and the money sent to us in advance will be refunded.

GET OUT OF THE RUT

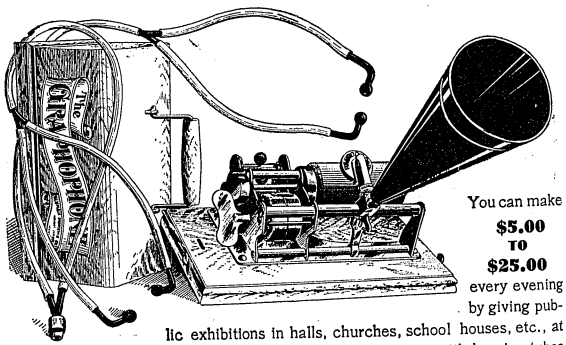
Which, perhaps, you are in; where only the most meager returns are repaying your unending labor. Start in a business where the way has been paved and everything prepared by those whose wide business experience enables them to place in your hands an outfit perfect and complete in all respects and ready now to go at once to work. It will seem to you like a new life and a new career, where prosperity comes easy, bringing with it comfort and contentment.

The New Gem.....

Graphophone

....Talking Machine

MOST WONDERFUL OPPORTUNITY FOR MAKING MONEY ON SMALL CAPITAL.....



You can make **$5.00 TO $25.00** every evening by giving public exhibitions in halls, churches, school houses, etc., at 15 to 25 cents admission, or by using with hearing tubes and charging 5 cents for each individual.

No. 21000 GEM GRAPHOPHONE, with two hearing tubes and concert horn, but without oak base and carrying-case..... **$10.00**

No. 21001 GEM GRAPHOPHONE, with two hearing tubes, concert horn and handsome oak carrying-case with handle, as illustrated above..... **12.00**

Above price does not include records. Price of our best musical and talking records is $5.00 per dozen or 50 cents each when ordered in less than dozen quantities.

With our wonderful Gem Exhibition Outfit, described on opposite page, we furnish the above machine and large 26-inch amplifying horn and stand. This has been the most deservedly popular outfit ever placed upon the market, and has made many thousands of dollars for our customers.

...NEW IMPROVED...

.. GEM TALKING MACHINE ..

...EXHIBITION OUTFIT...

To those who wish to secure one of our new Improved Gem Talking Machines for exhibition purposes,

WE HAVE MADE UP AN EXHIBITION OUTFIT

which includes everything necessary to go to work at once, and with which anyone can succeed whether they have had previous experience in public entertaining or not.

The large amplifying horn *is* included with this outfit, making it very much

LOUDER THAN ANY ORDINARY GRAPHOPHONE OUTFIT.....

We furnish the following complete outfit which includes everything needed as follows:

No. 21040 GRAPHOPHONE OUTFIT COMPLETE:
1 Gem Graphophone (No. 21001), with oak carrying-case, concert horn and hearing tubes for two persons.
24 best Musical or Talking Records.
1,000 Advertising Posters, large size (14x21 inches).
2,000 Admission Tickets.
1 Rubber Printing Outfit, with movable type for filling in dates, place where exhibition is to be given, etc.
1 Large Amplifying Horn and Japanned Stand.
1 Instruction Book complete, with information about operating the the outfit, making engagements ahead, etc.

All for **$23.75**

For $10.00 additional, we furnish our genuine brass amplifying horn, 42 inches long, with handsome nickel plated stand. This horn will give the loudest and best results that can be obtained, vastly superior to tin or to the cheap white metal horns which are no more effective than tin.

Price of Outfit No. 21040, with 42-inch brass amplifying horn.. **$33.75**

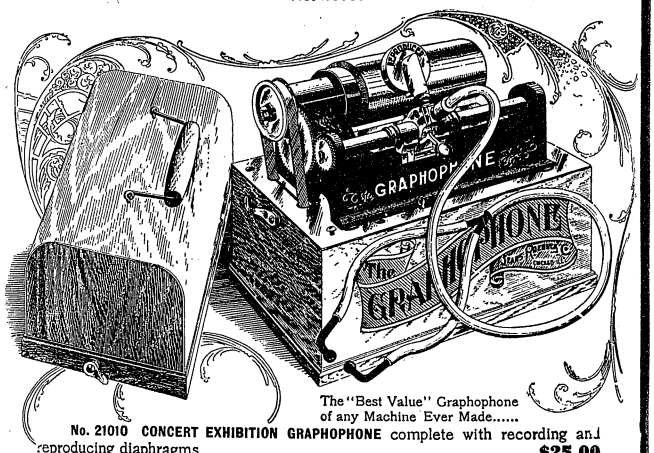
Pasteboard carrying-case for 24 records..... **1.00**

Canvas covered carrying-case for 24 records, with nickel trimmings, lock and key..... **4.00**

A carrying-case makes a very desirable addition to an outfit such as the above.

Concert Exhibition Graphophone

No. 21010



The "Best Value" Graphophone of any Machine Ever Made.....

No. 21010 CONCERT EXHIBITION GRAPHOPHONE complete with recording and reproducing diaphragms.....**$25.00**

OUR CONCERT EXHIBITION GRAPHOPHONE is provided with machine-cut gears, and all parts are made with a view to strength, durability and ease of motion. The instrument sets on a polished nickel plated base, which is mounted on the motor and is propelled by a powerful double spring, which is wound up by a detachable crank and runs five or more pieces with one winding. The motor has a governor and a screw for regulating the speed, which may be governed for fast or slow, as may be desired, and automatic screw for tightening and regulating the belt. The motor box, which forms the base of the instrument, is made of the best seasoned oak, beautifully finished and polished. The machine is provided with a top cover made of quarter-sawed oak, which is attached to the base by safety hooks and has a handle for carrying. The base of the box measures 7¼x11½ inches; total height, including cover, 10½ inches.

The Concert Graphophone has recording as well as reproducing diaphragms, so that original records can be made by the owner and afterwards reproduced. This is a very great advantage and invariably a winner for exhibition work.

Net weight, 21 pounds; weight, boxed ready for shipment, about 36 pounds.

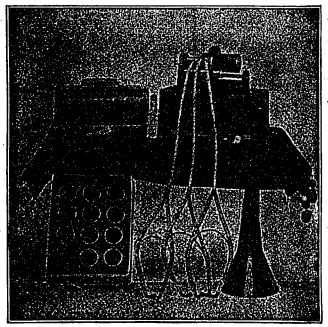
For paring and cleaning cylinders at a nominal expense, so that they may be used several times, see description of the New Liqui-Para Process, on page 121 of this catalogue.

Exhibition or Home Entertainment OUTFIT.

WITH...

CONCERT Graphophone

So simple that a child can operate it, but the greatest Entertainment feature ever introduced.



THIS OUTFIT is intended for either Public Exhibition or Home Entertainment Work, and to fill the requirements of those who want the best made in standard graphophone goods

No. 21045

Those who want to buy the very best, but at the same time do not wish on the start to invest the amount required for a larger outfit, will do well to purchase this outfit, and after a few evenings giving public exhibitions, they will then be able to add a larger outfit of records, carrying-case and hearing tubes, if desired.

With the exception of the items making up the complete machine, any of these outfits can be changed to suit the customer, leaving out or adding any items desired.

No. 21045 CONSISTS OF THE FOLLOWING:

1 Concert $25.00 Graphophone, with oak carrying case, recording and reproducing diaphragms and hearing tubes for two persons.
24 Musical and Talking Records, your own selection.
1 Large Amplifying Horn for concert work, complete with stand.
1,000 Large Advertising Posters, 14x21 inches.
2,000 Admission Tickets.
1 Complete Rubber Stamp Outfit, for filling in dates and places of entertainment, etc.

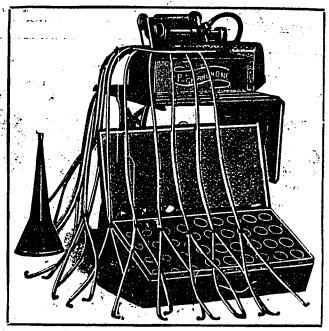
All for **$39.00**

For $10.25 additional, we can furnish our genuine brass amplifying horn. 42 inches long, with handsome nickel plated stand. This horn will give the loudest and best results possible to obtain.

Price of Outfit No. 21045, with 42-inch brass amplifying horn....**$49.25**

SPECIAL EXHIBITION OUTFIT.

No. 21046



This outfit is especially designed for the use of those who wish to engage in public exhibition work, and fit themselves out with the best outfit ever put up in standard graphophone goods.

The outfit includes our

Concert Graphophone

Regular $25.00

Talking Machine

And hearing tubes for eleven persons, which is a very desirable feature, as it enables the exhibitor to operate in the hotel office, a store, or other public place, and only those who pay can hear.

No. 21046 THE OUTFIT CONSISTS OF THE FOLLOWING:

1 Concert $25.00 Graphophone, with oak carrying-case, recording and reproducing diaphragms.
Hearing Tubes for 11 persons.
24 Musical Records, your own selection.
26-inch Japanned Horn and Stand.
1,000 Advertising Posters.
2,000 Admission Tickets.
1 Rubber Stamping Outfit.

All for **$45.75**

It is advisable to add a carrying-case to this outfit. We furnish a very superior canvas covered case for 36 records, with nickel trimmings, lock and key, complete, for $5.00. The 36-record case is the best size to purchase, for most exhibitors sooner or later equip themselves with about that many records.

Combination Advertising Posters and Tickets will be furnished when desired instead of Graphophone posters, if the exhibitor has purchased any other exhibition outfit of us. Sample posters and tickets furnished free on application. For paring or cleaning cylinders at a nominal expense, so that they may be used several times, see description of New Liqui-Para Process on page 121 of this catalogue.

For $10.00 additional, we can furnish our genuine brass amplifying horn, 42 inches long, with handsome nickel plated stand. This horn will give the loudest and clearest results possible to obtain.

Price of Outfit No. 21046, with 42-inch brass amplifying horn.... **$55.75**

THE LATEST AND THE GREATEST.

..The Columbia Grand..

USES 5-INCH CYLINDER RECORDS.

Application of New Principle, in Recording and Reproducing.

NEW

ABSOLUTE PERFECTION OBTAINED AT LAST.....

Cut represents machine with small recording horn only.

A $100.00 INSTRUMENT REDUCED TO

$50.00

FOR..... REPRODUCING AND CONCERT WORK

We recommend a larger horn.

....THE MONEY-MAKER OF THE AGE....

WILL PAY FOR ITSELF IN ONE WEEK.

The Graphophone has been developed step by step, until today, the Columbia Grand stands upon the pinnacle of perfection.

ACTUALLY ACCOMPLISHES WHAT HAS HITHERTO BEEN DEEMED .....THE IMPOSSIBLE.....

PERFECTLY REPRODUCES THE HUMAN VOICE.....

Just as Loud, Just as Clear, Just as Sweet.

DUPLICATES INSTRUMENTAL MUSIC.....

With Perfect Fidelity, Tone and Brilliancy...

...THE COLUMBIA GRAND...

Fills the Largest Auditorium OR CONCERT HALL

AND NEVER FAILS TO CHARM ALL WHO HEAR IT . . . .

IT IS THE TALKING MACHINE LONG LOOKED FOR—bringing the singer, the musician, or the orchestra into the audible presence of the listener. Those familiar with other types, but who have never listened to the Graphophone Grand, have no conception of its wonders.

EVEN THOSE WHO ARE FAMILIAR WITH THE WONDERS accomplished by sound reproducing mechanism, on first hearing the Grand, are amazed by the absolute naturalness, the full volume and tone perfection of the reproduced sound which seem almost beyond belief. It is the real sound, resonant and vibrant, and can be heard as far and even farther than the original.

THIS MACHINE WAS ORIGINALLY SOLD BY ALL DEALERS FOR $100.00. Considering its unique character and the marvelous results which can be obtained from it in sound reproduction, the price of $50.00 which we place on it makes the greatest bargain ever offered in Talking Machines.

No. 21050 THE COLUMBIA GRAND. Price.....**$50.00**

. . . . . WHICH INCLUDES THE MACHINE WITH . . . . .

Handsome Oak Cabinet,
One Grand Reproducer, guaranteed the loudest and clearest result,
One New Style or "Perfect" Recorder,
One Grand Shaving Knife and Adjustable Carriage, to be used with the machine, and
One Specially Adapted Brass Horn for recording work.

THE MACHINE IS FURNISHED WITH HEAVY SPRING MOTOR, which will last a lifetime. The most careful attention has been paid to every detail, and it is properly described as

THE MOST HANDSOME, MASSIVE AND PERFECTLY FINISHED MUSICAL INSTRUMENT OF THIS DESCRIPTION EVER FURNISHED. . . . . .

THE SUCCESS OF THE COLUMBIA GRAND has been demonstrated in New York, Washington and Chicago. In some cases, to an audience composed of 2,000 people, with the most satisfactory results, even to those in the remote corners of the hall, the reproduction being heard as loudly and plainly as by those in the front seats.

FOR EXHIBITION WORK

...THE COLUMBIA GRAND...

IS WITHOUT A PEER

NOT ONLY AS A TALKING MACHINE, but in its power of entertaining and amazing an audience, and above all as a money-getter. It cannot at the present time, be equaled by any other entertainment feature now before the public. Consider that this type of machine is something entirely new, something that the people have never seen before; that it so far surpasses all previous efforts in the same direction, that it is only necessary for one to hear it, in order to enthuse and interest every intelligent person in the same locality, city, town or country. There are but few of the Columbia Grands throughout the country, and those only in the largest centers.

AN UNSURPASSED OPPORTUNITY PRESENTS ITSELF to those who are first in the field, of making not only big wages, but a small fortune in an easy, honorable and pleasant manner.

THE RECORDS FURNISHED BY US with these machines are incomparable. Each and every record is personally tested in our own laboratory by our own special expert. They are 1 foot 3½ inches in circumference, and owing to the care exercised in their making and inspection, cannot be equaled elsewhere. Cost of Grand Records has heretofore been $1.50. We have reduced the price to.....**$1.00 each**

For list of Graphophone Grand Records see pages 110 to 118.

.....OUR COLUMBIA GRAND ENTERTAINMENT OUTFIT.....

No. 21080 IS THE GREATEST WINNER FOR EXHIBITION WORK that we have ever been able to offer to our customers. It is specially designed for those who intend to engage in exhibition work as a permanent livelihood and who wish to fit themselves out with the best that money will buy. The outfit includes:

1 Columbia Grand, with handsome oak cabinet.
1 Grand Reproducer, guaranteed the loudest and clearest results.
1 New Style or "Perfect" Recorder.
1 Grand Shaving Knife and adjustable carriage to be used with machine.
1 specially adapted Brass Horn for recording work.
1 42-inch handsome Brass Amplifying Horn, with spun bell and finely nickel plated stand specially designed for still further increasing sound.
10 Grand Records, each 1 foot 3½ inches in circumference, which you may select yourself from our list, and each of which we guarantee to be a master, and that it has been examined and tested before being placed in stock and found to be perfect.
1,000 Mammoth Grand Posters, with special illustrations.
1,000 Admission Tickets, 500 adults and 500 children.
1 Hand Rubber Stamp outfit for filling in dates and places of exhibition.

All for **$75.00**

FOR ILLUSTRATED SONG WORK, THIS MACHINE IS UNEQUALED.

A COIN IN THE SLOT

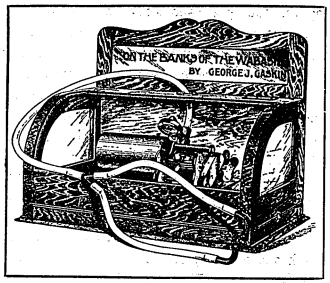
• • • TALKING MACHINE FOR $20.00 • • •

THE AUTOMATIC MONEY-MAKER.

FURNISHED FOR EITHER

PENNIES OR 5-CENT PIECES.

FORMER PRICE, $50.00 TO $75.00



FOR STORE, OFFICE AND COUNTER WORK

No better paying investment can be made than to put a few of these machines into stores and other public places on shares, giving the proprietor of the premises 25 per cent of the receipts, which is customary for his share. The owner of the instruments can go on with his regular duties during the day and he can successfully conduct two different enterprises in this way.

The money there is in it, is demonstrated by the fact that several Talking-Machine Parlors have been running in this city for the past three years, in stores on the best business streets, where they pay a rental of from $125.00 to $500.00 per month for the store only, and still they make big profits. One of the smallest parlors we know of, the proprietor tells us, has made clear for him $3,000.00 per year.

READ WHAT A DRUGGIST IN A SMALL TOWN IN MINNESOTA WRITES:

"Gentlemen:—I consider one of your graphophones, the style I have, a great investment for a drug store. In two months, one machine took in $75.00, and still does a good business, and in addition has been a great drawing card."

OPPORTUNITIES WAIT FOR NO MAN! NOW IS THE CHANCE.....

Invest in one machine at the start, if your capital will admit of no greater purchase, and then add others from the income.

The price of $20.00 does not include records, which we can furnish, best quality and particularly adapted to this type of machine, for $5.00 per dozen.

No. 21017 COIN IN THE SLOT GRAPHOPHONE.....$20.00

The Peerless PROFESSIONAL EXHIBITION TALKING MACHINE OUTFIT

FOR ONLY $18.50

To those who wish to purchase a really reliable and first class professional talking machine outfit, but for whom the various outfits we have described are a little too expensive, we have specially prepared a complete Peerless Professional Talking Machine Outfit with which we furnish

OUR NEW CONCERT SIZE PEERLESS GRAPHOPHONE, COMPLETE WITH HANDSOME LEATHERETTE CARRYING CASE
HEARING TUBES FOR TWO PERSONS
24 OF OUR HIGH GRADE, FIRST QUALITY, ELECTRICALLY MADE AND ABSOLUTELY PERFECT MUSICAL AND TALKING RECORDS
1 EXTRA LOUD, AUTOMATIC REPRODUCING DIAPHRAGM
500 HANDSOMELY ILLUSTRATED ADVERTISING POSTERS, 14X21 INCHES
1,000 ADMISSION TICKETS FOR ADULTS AND CHILDREN
1 RUBBER PRINTING OUTFIT WITH REMOVABLE TYPE, FOR FILLING IN DATES, PLACES WHERE EXHIBITION IS TO BE HELD, ETC., AND

OUR LARGE, NEW, 26-INCH AMPLIFYING HORN WITH STAND

ONE INSTRUCTION BOOK complete with information telling all about how to operate the outfit successfully, how to make engagements, hire halls, etc.; how anyone without previous experience can make a big success, make $10.00 to $50.00 a day every day in the year.

We furnish this wonderful and profitable exhibition outfit which includes everything needed, for only $18.50, and guarantee that by the use of the large amplifying horn this graphophone outfit will be found louder, clearer and more penetrating in sound than any ordinary talking machine.

Our Liberal $1.00 Offer.

Send us only one dollar as a guarantee of good faith, and we will send you this complete Peerless Professional Talking Machine Exhibition Outfit by express, C. O. D., subject to examination. You can examine it at your express office, and if you find it perfectly satisfactory, exactly as represented, a wonderful bargain and by far the greatest value ever offered in a graphophone outfit, pay the agent our special $18.50 price, less the $1.00 sent with order, or $17.50 and express charges. If the outfit is not just as we describe it, you need not accept it. It will be returned to us at our expense and we will refund your money.

We have talking machine outfits at higher prices, and while we deem it advisable for even the beginner to buy as good an outfit as his means will allow, and for this reason urge the purchase of one of our higher priced outfits, this, our Peerless Exhibition Outfit at $18.50 is a wonder of value. It is a complete, up-to-date and practical outfit and equal to those listed by other concerns at nearly double our price. For a small outlay of money, as the least possible initial expense, nothing in our catalogue surpasses this exhibition outfit at $18.50.

No. 21033 Price of Peerless Outfit.....**$18.50**

OTHER EXHIBITORS HAVE MADE MONEY. WHY NOT YOU?

MAKES MONEY WITH A GRAPHOPHONE EVERY NIGHT.

Gold Rock, N. C.

Sears, Roebuck & Co., Chicago, Ill.

Gentlemen: I received your graphophone and am well pleased with the machine. Everybody says it is the best machine they ever heard. I received the machine on the 15th of April at Battleboro, N. C., and have played it to the people every night since. I make good money every night and I like it so well that I am bound to have more records. Everybody speaks well of you and I know that you will send me a good choice of records.

Yours truly, HENRY P. BRYANT.

ALWAYS SHOWS TO CROWDED HOUSES.

Redfork, Ark.

Sears, Roebuck & Co., Chicago, Ill.

After an extended trip of several weeks with the graphophone outfit ordered from you several months ago, I wish to say I consider it a regular "Klondike" for any young man with only a small capital to begin with. Have been giving exhibitions every night except Sunday and always to crowded houses. Yours for success, HENRY M. CHILDS.

MADE MONEY RAPIDLY.

Hermitage, Va.

Sears, Roebuck & Co., Chicago, Ill.

I am more than pleased with the graphophone and I am doing well enough, but expect to do twice as much business in the near future. I am well pleased and satisfied with the outfit, and think it will pay for itself in less time than I expected. I have had four entertainments in all, and made money rapidly. Yours truly,

RICHARD WASHINGTON.

Coleman City, Texas.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I write you in regard to the graphophone outfit that I ordered from you about two weeks ago, and can say that it reached here in good shape and is the very finest I have ever heard—and I have heard a great many. I think the outfit is just wonderful and is dirt cheap at that price. I thank you all for your kindness and will order a dozen records in a few days. We will also order the Cuban lecture outfit in about three weeks from date. You may send me circular of the Cuban outfit. The people are wild to hear the Cuban lecture, and I told them all that I would give an entertainment here very soon. I think that I will get crowded houses for two or three nights right here in Coleman, before I start to travel. I remain Yours very truly, JACKSON HUBB.

"LOUDEST I EVER HEARD."

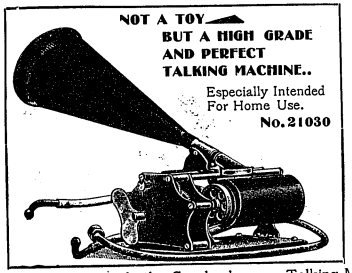
New England, W. Va.

Sears, Roebuck & Co., Chicago, Ill.

The graphophone sent for came all O. K. and it is a daisy. It is the loudest one I ever heard. The people say that its reproduction is louder and clearer than those which cost $60.00. I am more than satisfied with the machine. I made $5.50 in about four hours on the 4th, and I think that is doing pretty well. Yours truly,

WM. H. MEMEL.

THE GRAPHOPHONE AS A HOME ...ENTERTAINER...



Louder, more brilliant in its reproduction, and in every way better than the machines which five years ago,

SOLD FOR $50.00

WE OFFER....

THIS COMPLETE AND PERFECT GRAPHOPHONE FOR $5.00.

Until recently the Graphophone or Talking Machine has been sold at such extremely high prices, that it did not come within the reach of the average individual and could only be seen on exhibition in large cities or in large traveling shows. Now all this is changed. Recent improvements and simplicity in construction replace the expensive electric motors with the simple spring motor, Automatic machinery for their manufacture and making them in very large quantities, has enabled us to make arrangements with the manufacturer whereby we can offer this wonderful machine, complete with all the necessary accessories, at prices which bring them within easy reach of those of small means, so that they can be owned by almost any family as a source of home amusement.

THIS TALKING MACHINE IS NOT INTENDED FOR PUBLIC EXHIBITION OUTFITS.

For this purpose, we offer and recommend the larger types of machines already described, but as a home entertainer the Home Graphophone is growing more popular daily, and for this purpose, we cannot too strongly recommend it.

No. 21030 HOME GRAPHOPHONE, complete with horn and hearing tube for..... **$5.00**

It will brighten the home, entertain and delight yourselves, your family and friends; keep you in touch with the best and latest music of the finest bands and singers, and in a week repay the first trifling expense many times over.

No. 21031 WITH 12 RECORDS YOU CAN POSSESS A FAMILY.. CONCERT OUTFIT.. FOR $10.00

1	Home Graphophone.....	
1	Extra Loud Reproducing Diaphragm.....	**$5.00**
1	Concert Horn.....	
1	Hearing Tube.....	
1	Dozen Best and Loudest Records, your own selection.....	**5.00**
	Total.....	**$10.00**

The PEERLESS TALKING MACHINE

This is the same machine as the Home Graphophone described on the preceeding page, with the addition of handsome oak base and carrying-case, and is provided with a recording as well as a reproducing diaphragm, so that it can be used for making original records as well as for reproducing those already made.

New Peerless Graphophone for Only $10.00

RECORDS AND REPRODUCES.....

No. 21035

THIS MACHINE IS BOTH A...

HOME ENTERTAINER AND A MONEY MAKER

You can play or sing to this graphophone, and it will record and reproduce the same, as many times as desired. Its imitation of the human voice is so perfect as to deceive almost anyone. Anyone can operate it, there is nothing to get out of order and it will never wear out. This machine is specially intended for those who desire an instrument that will afford them the highest class of home amusement and entertainment, and also start them in an easy, pleasant and profitable exhibition business, at which many are now making better money, with less time and labor, than ever before in their lives.

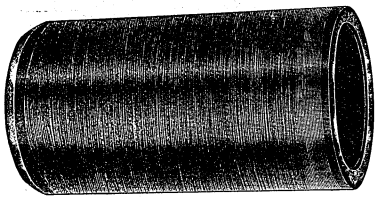
SPECIAL OFFER PRICE FOR COMPLETE COMBINED HOME OR EXHIBITION OUTFIT No. 21036.

1 Peerless Graphophone (No. 21035), with handsome oak carrying-case.
1 Recording Diaphragm.
1 Reproducing Diaphragm.
1 Nickel Plated Concert Horn.
1 Dozen best selected Musical or Talking Records.
½ Dozen Blank Cylinders for making records.
1 Substantial Pasteboard Record Carrying Case for 24 Records.
1 Bottle of Liqui-Para for paring blank cylinders.
500 Advertising Posters.
1,000 Admission Tickets.
1 Instruction Book.

All for **$18.75**

• • A Word About Records • •

Records for the graphophone differ somewhat in quality: We handle none but the best made. To give a satisfactory public exhibition, the quality is of the most vital importance, and we insure this to our customers by purchasing only original records made by the leading manufacturers in the world, by paying the highest price and above all by careful selection and by testing every record before shipment and rejecting those not fully up to the highest standard. We guarantee that extraordinary care is taken in the selection and testing, and that no better, clearer or louder records can be purchased anywhere, than those we furnish.



A Few Expressions of Opinion

from our friends, will be of interest in connection with the quality of records furnished by us.

Mr. E. F. Goodwin, of Olympia, Wash.:—
"Your records have given good satisfaction. They are very loud and distinct."

Mr. Samuel Hogan, of North Oxford, Mass.:—
"Your Graphophone is all right and far better than I expected. The records are the same."

Mr. J. P. Morris, of Nevins, Ky..—
"I like all of your records so far. I ordered twenty records from another firm and they were no good, but all of yours are very plain. Every one praises them. Your records do not have that harsh sound like others."

Mr. E. J. Pink, of Wassiac, N. Y.:—
"The records are at hand and they are fine; so loud and clear."

Mr. Harting, of Lauder, Wyo.:—
"I send you an order for another dozen records; those sent before are the loudest I ever heard.

....LIST OF....

Graphophone Records

MUSICAL AND TALKING. FOR USE ON THE GRAPHOPHONE.

CATALOGUE NUMBERS OF RECORDS PREFIXED WITH LETTER G AND TITLES SET IN BOLDFACE TYPE, ARE SUPPLIED IN GRAND RECORDS AS WELL AS IN THE REGULAR STANDARD SIZE.

Our list of records is enormous, and includes the latest instrumental and vocal music, songs, dances, speeches, etc., from the most celebrated artists. If you are at a loss to know just what you should order, if you will leave it to us, we will use our best judgment in the matter. It is best, however, for you to state the classification of records desired. It will sometimes happen that we are unable to furnish on short notice a certain record ordered. When this occurs, we will, unless otherwise advised, send something as near like it as possible, our stock being very complete. Substitution, however, will be of very rare occurence.

OUR NEW PRODUCT, ELECTRICALLY RECORDED
●●● ●●● NEW PROCESS RECORDS ●●● ●●●

are the finest that money can purchase, the loudest and most brilliant ever made, unsurpassed in quality, unrivaled in loudness and tone, unequaled in clearness and brilliancy.

In the following list, all of the records mentioned are carried regularly in stock and can be furnished in the standard size record. If wanted in Grand Records, a sufficient time must be allowed to order from the factory. Those records, however, the names of which are printed in heavy type, we carry in stock both in Grand and Standard sizes at all times. In Standard records, we carry in stock the entire list. In Grand records, only those marked with the letter G preceding catalogue number.

Standard records, per dozen.....**$5.00**
In quantities of less than one dozen, each.....**.50**
Grand records, each.....**1.50**

Of all the musical records made for the Graphophone, the Orchestra Selections are far in advance. They seem especially adapted to Graphophone reproduction, and we believe that almost without exception they are most appreciated by everyone. The beautiful tones of the violins and clarionets, blended with the piano, cornets, piccolos, trombone, bass viol and other instruments, produce melodies which no other class of band can equal. We pride ourselves on having selected the most superb orchestra records ever made. The character and value of them appeal to the most critical and is plainly demonstrated by the records themselves. Don't fail to include a liberal assortment of these superb orchestra records with your orders.

15001 **Tandem Two Step.**
G15004 **Rastus on Parade March.**
15006 King Cotton March (one of Sousa's).
15007 Happy Days in Dixie (descriptive).
15008 El Capitan March.
G15010 **Dancing in the Kitchen** (song and dance with clogs).
15013 Titi's Serenade (piccolo and cornet duet).
15014 The Nightingale and Frog (piccolo solo).
15015 Handicap March.
G15016 **Washington Post March.**
15017 Arrival of the Bride.
15021 Oriental Echoes March.
G15027 **Intermezzo from "Cavalleria Rusticana."**
15030 The Forge in the Forest (descriptive, with cock crow, anvil, etc.).
G15033 **Under the Double Eagle March.**
15041 Black American March.
G15044 **Roses from the South Waltz.**
15050 The Serenade Waltz (from "The Serenade").
15053 La Sarenata Waltz (with castanets).
15057 Picador March.
15059 The Virginia Skeedaddle (clogs, shouts, etc.).
15060 Selections from "Carmen."
G15063 **The Night Alarm** (descriptive, with fire, bells, cries of "fire," horses' hoofs, etc. ending in fireman's song).
15064 The Suwanee River (bells, whistles, and lively dance, negro shouts, etc.).
15065 Belle of New York March.
15066 The Chariot Race (descriptive).
15067 Santiago Waltz (with castanets).
G15077 **Zenda Waltzes.**
15086 Alabama Walk Around (negro shouts, clogs, etc.).
15093 Sweet Repose Waltz.
15097 Sambo at the Cake Walk.
15107 Stars and Stripes Forever (Sousa's latest).
G15108 **Down in a Deep Cellar.**
15111 La Media Noche (Mexican dance).
15113 La Paloma (with castanets).
15114 Flora Waltz (cornet solo).
15117 Lancers, from the opera "El Capitan."
15121 Let Her Rip Quadrille.
15122 The Gay Cavalier Quadrille.
15129 Salvation Army Patrol (descriptive).
15130 The Scorcher March.
15131 High School Cadets' March.
15132 Angel's Serenade (piccolo and cornet duet).
15136 Estudiantina Waltz.
15143 On the Midway (introducing the Fakirs and its Theatre. "One-eyed men half price").
G15151 **Jolly Fellows Waltz.**
15155 La Gitana Waltz.
15162 The Blue Danube Waltz.
15164 Bride Elect Medley Waltz.
15170 The Idol's Eye Waltz.

ORCHESTRA DESCRIPTIVE.

G15191 **Capture of Santiago** (descriptive—The bugle call—Fall In—March—Opening the battle—In the thick of the fight—Caring for the wounded—Cease firing—The battle won—Patriotic music.
15194 Battle of Manilla (descriptive; the great sea fight as portrayed in music).
15195 Charge of Roosevelt's Rough Riders
G15203 **Whistling Rufus.** (descriptive).
15204 The Merry Sleigh Bells.
15205 Return of the Troops (drum solo and fife effect, cheers, etc. "When Johnny Comes Marching Home").
G15206 **The Bugler's Dream.** (Introducing "Just Before the Battle, Mother"—Bugle calls, etc., ending with "Nearer, My God, to Thee").

MISCELLANEOUS.

15024 Our Flirtation (Sousa).
15029 Mannerchor March (United States Marine Band).
15012 Old Hickory March (United States Marine Band).
15104 Let Me Like a Soldier Fall.
G15192 **The Charlatan March** (Sousa).
15193 Selections from "Yankee Doodle Dandy").
15200 Darky Volunteers' March.
G15202 **At a Georgia Camp Meeting.**
15207 George, I Can't Meet You.
15208 Under the Red Robe Waltz.
G15210 **Guess I'll Have to Telegraph My Baby** (Cake Walk).
G15216 **Hello, My Baby,**
G15217 **Honolulu Lady.**
G15218 **Fortune Teller.**
26219 Red Cross March.

XYLOPHONE ORCHESTRA.

15500 Polka de Mazurka, High and Low.
G15501 **Pretty Primrose.**
G15503 **Medley of Popular Airs** (up-to-date).
15504 Pickaninny Polka.

ARE ESPECIALLY DESIRABLE FOR PUBLIC EXHIBITION WORK . . . as they are very loud and at the same time they retain all the sweetness and melody of the original production.

OUR BAND RECORDS ARE PERFECT . . . reproductions of the world's greatest artists and best known bands.

We list the only genuine Sousa Band Records that have been made for over four years. You should select your records from the list below if you want the popular and brilliant compositions of

"THE GREAT MARCH KING."

G500 **Liberty Bell March.**
G501 **High School Cadets' March.**
G506 **King Cotton March.**
G507 **The Jolly Coppersmith** (introducing vocal chorus).
508 Midway Plaisance Medley.
G514 **El Capitan March.**
518 Directorate March.
519 Manhattan Beach March.
520 Washington Post March.
521 Off to Camp March.
G522 **Handicap March.**
526 Honeymoon March.
G531 **Enquirer Club March.**
G532 **Stars and Stripes Forever.**
G535 **Hands Across the Sea** (Sousa's latest).

This band is well known throughout the world and has become famous for its most excellent work. Our list of records represents its very best selections, which will be highly appreciated by all lovers of good music.

1508 El Miserere, from "Il Trovatore."
1510 Selection from "Faust."
G1512 **The Star Spangled Banner.**
G1514 **America.**
1515 Pilgrims' Chorus from "Tannhauser."
G1516 **Dixie.**
1518 Die Wacht am Rhein.
1519 Bridal March.
1520 Reeves' March.
G1522 **Nearer, My God, to Thee.**
1524 Overture—"William Tell."
1529 La Marsellaise.
1531 Zampa Overture.
1534 In the Sweet Bye and Bye.
1539 Rock of Ages.
1541 American Republic March.
1544 Admiral's Favorite March.
1547 Overture Semiramide.
1563 The Thunderer March.
G1572 **Boston Commandery March.**
1577 Medley of Scotch Airs.
G1582 **Anvil Chorus,** from "Il Trovatore (with anvil effects).
1588 Till We Meet Again Waltz.
1593 Intermezzo, "Cavalleria Rusticana.
1603 God Save the Queen.
1621 The Devil and His Imps.
1624 The Chimes of Normandy.
1631 Believe Me if All Those Endearing Young Charms (trombone solo).
1632 Willow Grove March.
G1638 **Marching Through Georgia.**
1642 International Cake Walk. Gilmore's Grand Band.
G1645 **Home, Sweet Home.**
1648 March from the Singing Girl.
G1652 **Uncle Sam's Navy March.**

GILMORE'S BRASS QUARTETTE.

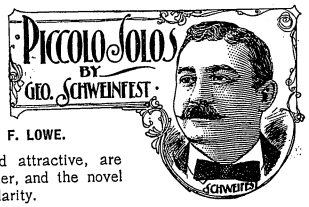
These records are loud and bring out the mellow music of the original with wonderful effect.

2704 Larboard Watch.
2713 Come Where My Love Lies Dreaming.

MISCELLANEOUS INSTRUMENTAL SOLOS AND DUETS.

Every one of these records is pure and clear, and the record of the original production is reproduced with a faithfulness to detail that is astonishing. They are magnificent demonstrations of the high grade of excellence attained in record making.

These records have great power, are brilliant, clear tone, full of musical excellence.



23503 Irish Reel.
23505 Hornpipe Polka.
23507 Medley Jig.
23508 Nightingale Polka.
23519 Little Songster Polka.

XYLOPHONE SOLOS, BY CHAS. F. LOWE.

These records are bright and attractive, are made by a most excellent performer, and the novel instrument adds much to their popularity.

12000 Home, Sweet Home.
12006 My Old Kentucky Home.
12008 Firefly Galop.
12009 The Mocking Bird.
12011 The Suwanee River.

CLARIONET SOLOS, BY WILLIAM TUSON.

G3402 **Blue Bells of Scotland.**
3408 Old Black Joe.
3409 My Old Kentucky Home.
3410 Danube Waves Waltz.

CORNET SOLOS, BY W. P. CHAMBERS.

These records are now well known, and we are glad to still be in a position to furnish them. Mr. Chambers is a soloist of great ability, and it is needless for us to say that this style of records is very much appreciated on the Graphophone.

3700 Schubert's Serenade.
3701 The Lost Chord.
3705 The Last Rose of Summer.
3706 Scenes That Are Brightest from "Martiana."
3769 Bugle Calls, U. S. Army.

CORNET DUETS.

2812 Nearer, My God, to Thee.
2813 Kentucky Home.
2814 'Mid the Green Fields of Virginia.
2815 She Was Bred in Old Kentucky.

BANJO SOLOS, BY V. L. OSSMAN.

These records are wonderfully loud and have the true banjo tone. As Mr. Ossman is one of the finest banjoists in the world, it is a guarantee for the quality of these records.

3802 In Old Madrid.
3804 Sounds from Africa.
3806 Berkley March.
3807 Liberty Bell March.
3817 Darkies' Patrol.
G3820 **Handicap March.**
G3830 **Rag Time Medley** (including "All Coons Look Alike to Me," and "Oh, Mr. Johnson").
3832 Darkies' Tickle.
3834 High School Cadet's March.
G3837 **At a Georgia Camp Meeting.**
3838 Cotton Pickers.
3841 Scorcher March.
3846 Black American March.
3847 Boston Tea Party.
3848 In the Barracks March.
3852 Down Ole Tampa Bay.
3853 Darky Volunteer.

ORCHESTRA BELLS, WITH PIANO ACCOMPANIMENT.

12500 Sounds from Home.
G12501 **Monastery Bells.**
12505 Stephanie Gavotte.

VIOLIN SOLOS.

27006 Imitation of Bag-Pipes and Scotch Airs (Special arrangement).
27008 Then You'll Remember Me.
27013 El Miserere from "Il Trovatore."

VOCAL RECORDS.

For clear and distinct enunciation, beauty of tone and general excellence in the reproduction of the human voice, our records in the following list are not surpassed by any.

Of the songs of this popular vocalist, no finer records have ever been made. Every one is loud and clear, with beautiful tone, and each word and syllable distinctly articulated. Mr. Gaskin's reputation is so well established that the mere announcement of his name is a guarantee for the record.

4003 O, Promise Me.
4004 Drill, Ye Tarriers, Drill.
4007 Plain Molly, O.
G4011 **Say Au Revoir.**
4012 The Fatal Wedding.
4020 Just Tell Them That You Saw Me.
G4022 **My Old Kentucky Home.**
4067 The Sweetest Story Ever Told.
G4080 **In the Baggage Coach Ahead.**
4082 There'll Come a Time.
4096 Coming Thro' the Rye.
G4097 **Sweet Inniscarra** (Chauncey Olcott's new song).
4100 Annie Laurie.
4104 America.
4106 The Old Oaken Bucket.
4111 St. Patrick's Day.
4112 The Old Fashioned Mother.
4028 Little Alabama Coon.
G4035 **Dixie Land.**
G4042 **Louisiana Lou.**
4043 Home, Sweet Home.
G4044 **Tenting Tonight.**
4054 Kathleen.
4057 Ben Bolt.
4121 The Bowery Grenadiers.
4130 On the Banks of the Wabash Far Away.
4154 The Wreck of the Maine.
G4156 **Break the News to Mother.**
4162 The Flag That Has Never Known Defeat.
4166 She Was Bred in Old Kentucky.
4273 She Rests by the Suwanee River.
4275 The Way to Kiss a Girl.
4279 I'd Leave My Happy Home for You.
4281 When You were Sweet Sixteen.
4282 A Little Bit off the Top.

We wish to call particular attention to the comic records of Mr. Quinn who, without doubt, leads all others in this line.

5001 Oh, Uncle John.
5002 McGinty at the Living Pictures.
5008 Pat Me Off at Buffalo.
5011 Arrah, Go On.
5020 I'll Not Go Out With Reilly Any More.
5040 One of the Gaiety Girls.
5048 Pat Malone Forgot He Was Dead.
5050 Henrietta.
5053 The Fortune Teller.
5061 I Don't Love Nobody.
5070 My Dad's the Engineer.
5081 Nothing's Too Good for the Irish.
5093 My Mother Was a Lady.
G5097 **The Handicap Race** (describing the progress of a horse race, cheers, horses' hoofs, etc.).
5099 Jack's the Boy.
5101 The Interfering Parrot.
5105 And the Parrot Said.
5107 Tim Toolin.
5108 What a Funny Feeling.
5119 Oochy Koochy.
5120 A Girl With a Naughty Wink.
5121 She Never Came Home Till Morning.
5124 Lucky Jim.
5127 Girl Wanted.
5130 What Could the Poor Girl Do.
5131 Mr. Captain, Stop the Ship.
5137 Come Play With Me.
5197 Daughter of Officer Porter.
5209 You Know the Kind of Thing I Mean.
5276 The Czar of the Tenderloin.
5288 Oh, What a Beautiful Ocean.
5305 I Wouldn't Do Anything Wrong. (From the Telephone Girl.)
5317 Marching Through Cuba.
5320 Remember the Main.

SACRED SONGS.

For church concerts, socials and home entertainment.

4579 Jesus, Lover of My Soul.
4580 I Need Thee Every Hour.
G4582 **Rock of Ages.**
4583 Safe in the Arms of Jesus.
7118 Ninety and Nine.
G7120 **There Is a Fountain.**
7178 Almost Persuaded.
7123 **Jesus, Savior, Pilot Me.**
7124 When the Mists Have Rolled Away.
7126 Yield Not to Temptation.
G7127 **What a Friend We Have in Jesus.**
G7130 **All Hail the Power of Jesus' Name.**
7172 Calvary.
7176 Holy City.
7395 Throw Out the Life Line.

SONGS BY MR. J. J. FISHER.

Mr. Fisher possesses a basso cantante voice of unusual power, range and sweetness of tone. His records are remarkable for their naturalness of tone and their superior musical quality, being clear and loud, with the words perfectly enunciated.

7142 Oh, Promise Me, "Robin Hood."
G7150 **Star Spangled Banner.**
7114 Deep Down Within the Cellar.

BARITONE SOLOS.

4589 She Was Happy 'Till She Met You.
4590 My Love's the Same.
4591 Dear College Chums.
G4592 **I Want to go Home Tomorrow** (comic).
G4594 **Because.**
4595 My Sunny Southern Home.
G4597 **My Creole Sue.**
4598 My Little Georgia Rose.
4600 Won't You Take Me Back to Dixie?
4601 By the Dreamy Susquehanna Long Ago.
4602 Where the Sweet Magnolias Bloom.
G4608 **A Bird in a Gilded Cage.**
4613 In Good Old New York Town.
4644 I Can't Tell Why I Love You, But I Do.
4645 Sing Me a Song of the South.
4650 "It's Up to You," Says Reilly.
5360 Absent Minded Beggar (Kipling).
5362 The Mick Who Threw The Brick.
G5634 **'Mid the Green Fields of Virginia** (By Chas. K. Harris).
5635 Coming Home to Die.
G5636 **My Old New Hampshire Home.**
5637 Just One Girl.
5825 She's so Good to the Old Folks at Home.
G5842 **The Blue and the Gray.**
5852 Man Behind the Gun (John Philip Sousa).
6370 My Old Winchester Home Among the Maples.
6556 Just Set a Light.
7180 The Moth and the Flame.
7181 The Girl I Loved in Sunny Tennessee.
20302 Just Sing a Song for Ireland.
20304 That's One Thing that Rag-Time Will Do.

TENOR SOLOS.

G4188 **My Wild Irish Rose** (Chauncey Olcott).
4189 Mack's Lullaby (Andrew Mack).
4197 One Night in June (Gaskin).
G4201 **Among the Hills of Maryland.**
4213 My Love's the Same.
4217 Dearest of Chums.

PARODIES.

These are new, intensely funny and very popular.

7000 Parody on "The Moth and the Flame."
7001 Parody on "'Mid the Green Fields of Virginia."
7002 Parody on "The Girl I Loved in Sunny Tennessee."
7003 Parody on "One Night in June."
7004 Parody on "Just One Girl."

Mr. Spencer is now employed exclusively making graphophone records. He is the most versatile artist ever engaged in record making, and combines the gifts of comedian and vocalist to an unusual degreee. His negro songs are the most popular records of that class.

7207 Better Than Gold.
7216 Dat New Bully.
7225 There's a Bully Gone to Rest.
7230 Martha Jane Green (wench song, with dance).
7234 I Wants Dem Presents Back.
7239 Oh, Mr. Johnson, Turn Me Loose.
7251 I Thought I Was a Winner.
G7375 **Warmest Baby in the Bunch.**
7252 My Gal Is a High Born Lady.
7256 A Little Alabama Coon (baby cry and coon dance).
7258 I'll Be True to Ma Honey.
7266 A Hot Time in the Old Town Tonight.
7268 The Hottest Coon in Town.
7275 Kentucky Babe (with whistle).
7276 Ain't I Your Honey Boy No More?
7284 Carry Me Back to Ole Virginia (old man negro dialect).
7311 I Love Ma Little Honey.
G7312 **I Don't Care If You Never Come Back.**
7317 Marching Through Georgia.
7323 Massa's in the Cold, Cold Ground.
7348 Bye-Bye Ma Honey.
7358 It's Hard to Be a Nigger.
7363 You'll Have to Choose Another Baby Now.
7369 Enjoy Yourselves.
7372 Eli Green's Cake Walk.
7375 Dat New Bully.
7389 Onward, Christian Soldiers.
7390 Pull for the Shore, Sailor.
7400 Hold the Fort.
7403 She Never Did the Same Thing Twice.
7416 Isabelle (marching song).
7418 The Wedding of the Chinee and the Coon.
7420 My Coal Black Lady (a new hit in rag time).
7427 Take Your Clothes and Go (destined to become very popular).
7436 Mammy's Little Pumpkin Colored Coon (new hit).
7440 I Don't Like No Cheap Man.
G7442 **He Certainly Was Good to Me.**
7447 He's Up Against the Real Thing Now.
7448 No Coon Can Come Too Black for Me.
7449 My Ant Eliza.
7450 I Wonder What Is That Coon's Game.

SONGS BY LEN SPENCER—Continued.

f452 If They'd Only Fought With Razors In the War.
7457 I Guess That Will Hold You for Awhile.
7458 My Honolulu Lady (Carroll Johnson's great end song).
7460 At a Georgia Camp Meeting.
7462 When You Ain't Got No Money You Needn't Come 'Round.
7463 Darktown is Out Tonight.
7464 You'll Get All That's Coming to You.
7465 Why Don't You Get a Lady of Your Own?
7466 I Guess I'll Have to Telegraph My Baby.
7469 I'm Living Easy.
G7470 **Hello My Baby.**
7472 All I Wants Is My Black Baby Back.
G7475 **You've Got to Play Rag-Time.**
7478 I'm Happy When I'm By My Baby's Side.
G7480 **Smoky Moke.**
7481 I've Waited, Honey, Waited Long for You.
7490 Warm Baby from the South.
7495 I 'Aint Seen No Messenger Boy.

Mr. Johnson is known as the original whistling coon. The whistling records listed below have had a wider sale than any other specialties ever made. His laugh is simply irresistible.

7601 The Laughing Song.
7602 The Whistling Coon.
7603 Laughing Coon.

SPENCER & OSSMAN—VOCAL AND BANJO.

This pair makes a most excellent combination for this class of work.

7200a A Hot Time on the Levee (a rather unique record—clever banjo work in Ossman's best style; shouts, laughter and snatches of song by Spencer).
7200b My Gal's a High-Born Lady.
G7200c **Hot Time in the Old Town To-Night.**
7200d I Thought I Was a Winner.
7200e All Coons Look Alike to Me.

THE SPENCER TRIO.

This trio is composed of three eminent artists: Billy Williams, Len Spencer and Billy Golden, and the selections listed below afford ample scope for the introduction of their best work.

G7705 **The Mocking Bird Medley** (tenor solo, accompaniment by Golden's whistling, chorus by trio).
7706 In Front of the Old Cabin Door (old man character by Spencer, clog dance to Golden's whistling, chorus by trio).
G7707 **Camp Meeting** (opens with chorus by trio, followed by a Negro sermon by Golden, ends with song by trio).
7708 Alpine Specialty (Yodle song by Golden, tenor solo, chorus by trio).
7712 Our Sunny Southern Home (old man returns home from work with possum, chorus by trio).

Mr. Golden's Negro Records are interesting and full of mirth.

7701 The Mocking Bird (unique whistling).
7703 Turkey in the Straw.
7704 Rabbit Hash.

WHISTLING SOLOS.

12600 The Mocking Bird (with variations).
12601 Sweet Bye and Bye.
12602 Suwanee River.
12603 Marching Through Georgia, ending with Yankee Doodle.

NEGRO SONGS WITH WHISTLING CHORUS.

7715 Echoes of Minstrelsy. "Yellow Gal." (Laughing Song).
7716 Upon the Golden Shore.
7717 Whistling Minstrel.
7720 When I Was a Little Pickaninny.
7721 Medley of Reels (Whistling Solo).

FIFE, DRUM AND BUGLE CORPS.

G12800 **Girl I Left Behind Me and Auld Lang Syne.**
12801 Marching Through Georgia.
12803 American Melodies.
12804 Medley of Popular Airs.

YODLING SONGS.

These records introduce some famous artists and are among the most popular for either public exhibition work or home entertainment.

8000 Katharina.
8001 Hush-a-Bye, Baby.
8002 Sleep, Baby, Sleep.
8100 Hush-a-Bye, Baby.
8101 Emmett's Cuckoo Song (German dialect).
8000 J. K. Emmett's Famous Yodle Song (sung in German).
8001 Hi Le, Hi Lo (German hunting song).
8003 Lauderbuch, with Yodle.
8011 Silvery Moon.
8014 Sunshine Will Come.
8016 Baby Songs.

GERMAN SONGS, BY O. WAGONER.

The following list is an exceptionally well chosen series of selections which German-speaking people will recognize, and very highly appreciate. In his native land, Mr. Wagoner is a favorite artist, and his rendition of these songs makes them the best German records ever produced.

8204 Deutschland Uber Alles.
8205 Der Gute Kamerade.
8206 Die Wacht am Rhein.
8208 Reiter's Morganlied.

VOCAL SOLOS AND DUETS, BY SPENCER & HARDING.

These records are free from harshness or blast; are clear and distinct. and the voices beautifully blended.

8400 Larboard Watch.
8401 The Upper Ten and Lower Five.
8402 Broadway Swell and the Bowery Bum.
8407 She Was Happy Till She Met You.
G8408 **Just as the Sun Went Down.**
G8410 **On the Banks of the Wabash.**
8413 My Coal Black Lady.
8416 Almost Persuaded.

VOCAL QUARTETS.

These songs are rendered by the best artists in this line and the effect is so natural that the imagination seems to bring the singers into the presence of the listener. This list is deservedly amongst the most popular of our records.

9008 Moonlight on the Lake.
G9010 **I'm Gwine Back to Dixie.**
9011 Rocked in the Cradle of the Deep.
G9012 **Nearer, My God, to Thee.**
G9015 **Little Alabama Coon** (with baby cries and clog).
G9016 **High Old Time.**
G9018 **The Old Oaken Bucket.**
9019 My Old Kentucky Home.
G9029 **Way Down Yonder in the Cornfield.**
9030 The Old Folks at Home.
9037 Farmyard Medley, (imitation of fowls, cattle, etc).
9040 The Sleigh Ride Party.
9043 Medley of Popular Airs.
9044 On Board the Oregon Before Santiago (descriptive).
G9045 **My Old New Hampshire Home.**
9046 Medley of Coon Songs.
9047 The Laughing Quartette.
9048 Tenting On the Old Camp Ground.
9049 Fireman's Duty.
9050 Old Black Joe.
9051 El Miserere from "Il Trovatore."
9052 Sweetest Story Ever Told.
G9053 **Honey, Youse My Lady Love.**
9054 Kentucky Babe.
G9061 **Where Is My Wandering Boy?** (Sacred).

LYRIC TRIO.

9252 Farwell, My Own.
9353 Trio from "Iolanthe."

MINSTREL RECORDS.

Spencer & Williams' Minstrels have been reorganized and engaged exclusively for the making of Graphophone Records. Their entire orchestra and a full complement of end men, comedians and vocalists are used in making the following list of records. They embrace bone and trombone, overture, jigs, negro shouts and songs, interspersed with the hearty laughter and tumultuous applause of the delighted audience. Every one is a veritable carnival of melody and good cheer.

13000 Dese Bones Shall Rise Again.
13001 A High Old Time.
13002 The Old Log Cabin.
13003 Two Little Girls In Blue.
G13004 **The Laughing Song.**
13005 Hear Dem Bells.
13006 Upon the Golden Shore.
13007 The Golden Harp.
G13009 **Hello, My Baby.**
G13010 **Old Folks at Home.**

COMIC SONGS.

5115 There Ain't Any Medals on You.
5122 You're Not the Only Pebble on the Beach.
5347 Soldiers In the Park from "A Runaway Girl."
5349 She's All Right from "Yankee Doodle Dandy."
5355 She Knew a Lobster When She Saw Him.
G5156 **Prize Cake Walker is Uncle Sam.**
6345 Mamma's Pickaninny.
6360 Good Old Glory.
G6362 **How'd You Like to Be the Iceman?**
6364 Mary Ellen Simpkins' Bike.
6503 What Do You Think of O'Hoolihan?
7808 She Has No Papa Now.
7809 She Wanted Something to Play With.
7816 You Know the Kind of Thing I Mean.
7817 Henry Did.
7843 The Band Played On.

VOCAL AND ORCHESTRA.

These records are among the best, if not the best vocal records for exhibition work ever produced. The blending of the human voice with the carefully rendered and trained professional accompaniment gives a result unequaled for attractiveness by any other style of record.

G24000 My Black Bird.
G24002 Story of the Rose.
G24004 Girl I Loved in Sunny Tennessee.
G24008 Moth and the Flame.
G24009 Armorer's Song.

The Casey Series, made famous by the originator, Mr. Russell Hunting, whose dialect and articulation especially adapts him to this class of work.

9602 Casey at Denny Murphy's Wake.
9603 Casey Joins the Masons.
9605 Casey "Takes the Census."
9609 Casey and the Dude in the Street Car.
9641 Casey Addressing the G. A. R.
9647 Casey and His Gang of Laborers.
9648 Casey by Steamboat.
9655 Casey Digging on the Klondike.

THE AUCTIONEER, W. O. BECKENBAUGH.

Mr. Beckenbaugh is known as the "Leather-Lunged Auctioneer," and has become famous through his records, which have been sold throughout the world. For exhibition work these records are exceedingly popular, especially in displaying the marvelous capacity of the talking machines to produce rapid speech. The subjects listed are racy with humor and sparkling with wit.

10001 Sale of Pawnbroker's Goods.
10006 Sale of Household Goods.

TALKING RECORDS BY GEO. GRAHAM.

G10501 Stump Speech on Love.
10503 A Negro Sermon.

SPECIAL TALKING RECORDS AND NOVELTIES.

11001 Gladstone's Message to Edison.
G11004 Lincoln's Speech at Gettysburg.
11005 The Lord's Prayer.
11007 Ingersoll at Tomb of Napoleon.
11021 The Dog Fight (descriptive tough series).
11022 The Cock Fight (descriptive tough series).
11024 The Blazing Rag (descriptive tough series).
11037 McKinley's Inaugural Address.
11038 Bryan's "Crown of Thorns and Cross of Gold" Speech.
11039 Talmage on Infidelity.
11042 The Old Man and Jim (Jas. Whitcomb Riley's pathetic verses).
11052 The Ten Commandments (Ex. 20:1-17).
11053 The Beatitudes (Sermon on the Mount. Matt. 5:1-12).
11054 Description of the New Jerusalem. (Rev. 22:1-13).

SCENES FROM LIFE.

G10502 Scene in a Police Court.
11021 The Dog Fight.
11022 The Cock Fight.

COMIC RECITATIONS.

11080 Why She Waited.
11081 How Jimmy Tended the Baby.
11082 A Friend of the Fly (German dialect).
11083 Shacob's Lament (German dialect).
11086 Raggedy Man.

UNCLE JOSH WEATHERSBY'S LAUGHING STORIES, BY CAL. STEWART.

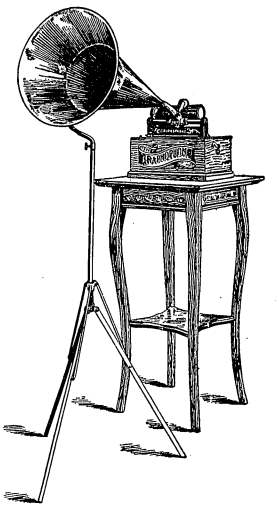
These records stand at the head of the mirth producing series, and will be keenly appreciated by all who hear them. Uncle Josh is a first class specimen of his type, and with his sincerity and dry humor, will amuse both young and old.

G14000 Uncle Josh's Arrival at New York.
14002 Uncle Josh at the Opera.
G14003 Uncle Josh at Coney Island.
G14004 Uncle Josh in a Department Store.
G14005 Uncle Josh at a Base Ball Game.
G14011 Uncle Josh on a Bicycle.
14012 Uncle Josh at Delmonico's.
14013 Uncle Josh at the Circus.
14014 Uncle Josh at a Baptising at Hickory Corners Church.
14015 Uncle Josh in a Museum.
14016 Uncle Josh at a Camp Meeting.
G14017 Uncle Josh in a Police Court, New York City.
G14018 Uncle Josh and the Fire Department.
14019 Uncle Josh at the Weather Bureau.
14022 Uncle Josh Remarks on the Spanish Question.
G14024 Uncle Josh at a Meeting of School House Directors.
G14025 Uncle Josh on the Pumpkin Center and Paw Paw Valley Railroad.
14026 Uncle Josh in an Auction Room.
14028 Uncle Josh in a Chinese Laundry.
14029 Uncle Josh and the Lightning Rod Agent.
G14031 Uncle Josh and the Husking Bee Dance.

MISCELLANEOUS....

...Graphophone Supplies

HEARING TUBES.



No. 21055 HEARING TUBES, for eleven persons, with nickel plated reservoir, flexible connection and metal straps for attaching to the graphophone. Can be used on either the Gem or Concert Graphophone. Net weight, about 3½ pounds.

Price, complete.....**$7.50**

No. 21060 HEARING TUBES, for one person.

Price, each **$0.50**

Additional sets can be furnished at 50 cents each per set.

CONCERT HORNS.

No. 21061 LARGE CONCERT HORN and folding support for use in the largest halls, theaters and churches. The horn is 26 inches long and 12 inches across the large end. Is made of japanned tin with gilt stripes, and is quite ornamental, as well as being almost indispensable for very large halls. The horn stand is also japanned; is adjustable to different heights and folds up into small compass, like a music stand. Net weight, about 6 pounds.

Price, for horn and stand, complete.....**$1.50**

If desired, the horn can be furnished separately for 75 cents; the stand for 75 cents; but the horn cannot be used without a support of some kind.

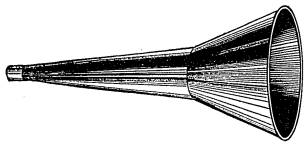
No. 21063 BRASS HORN, 24 inches long, with folding stand. Net weight, about 6 pounds.

Price, complete.....**$4.25**

No. 21064 BRASS HORN, 30 inches long, polished brass, with nickel plated stand.

Price, complete.....**$6.50**

SMALL CONCERT HORNS.



No. 21065 JAPANNED TIN CONCERT HORN, 14 inches long, 6 inches across large end.

Price, each..... **$0.40**

No. 21066 BRASS HORN, length 14 inches; highly polished, similar in shape to No. 21065, except that it has a rounded, seamless bell, giving it the appearance of a brass band instrument.

Price, each..... **$1.00**

No. 21067 BRASS HORN, same as No. 21066, but 18 inches long and provided with supporting stand.

Price, complete..... **$2.75**

No. 21070 BRASS HORN, 42 inches long, with nickel plated stand.

Price, complete..... **$11.50**

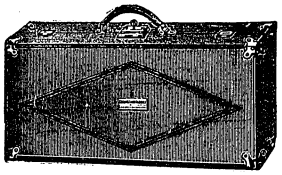
No. 21071 BRASS HORN, 56 inches long, with nickel plated stand.

Price, complete..... **$16.50**

We strongly recommend the large concert horns for concert work in theaters, halls and churches, as they very largely increase the volume of sound.

CARRYING CASES.

A carrying case is a very necessary accessory to anyone desiring to do exhibition work. It is covered with canvas; has nickel plated corners, catches, lock, key and handle for carrying, except 12-record case, which has no nickel corners.



No. 21095 CARRYING CASE, for 12 records, 10-inch horn, tubes, etc., with lock and key.

Price, each..... **$3.00**

No. 21095½ CARRYING CASE for 24 records, with lock and key.

Price, each..... **$4.00**

No. 21096 CARRYING CASE for 36 records, with lock and key.

Price, each..... **$5.00**

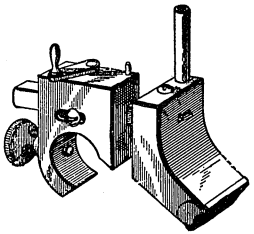
No. 21097 CARRYING CASE for 72 records, with lock and key.

Price, each..... **$7.50**

For home use we furnish a handsome and substantial cardboard box, with 24 pegs for the same number of records.

Price, each..... **$1.00**

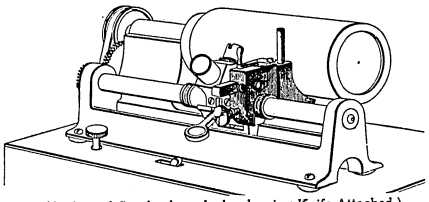
SHAVING KNIFE.



No. 21076 SHAVING KNIFE for use with the graphophone. It can be placed in position for use in a few seconds and is instantly detachable. Whenever it is desired to change the record on any cylinder, it can be shaved off with this knife, and is then ready for the recording of any record which may be desired. The Shaving Knife is not included with graphpohones or outfits, but is made to fit the Concert graphophone and is sold as an extra part.

Price, complete, each..... **$5.00**

When it is desired to use a recorder and blank cylinders for making records on the Home or Gem Graphophones, we recommend the use of the New Liqui-Para process. We furnish this liquid put up in large bottles, with full directions for use, for $1.00. It will completely efface and remove the record from any cylinder in less than a minute, leaving it with a smooth, fine surface and ready for the recording of any new record which may be desired.



(Outline of Graphophone body, showing Knife Attached.)

Public exhibitors will find that it they provide themselves with a recording diaphragm and a few blank records, and explain the working principle of the graphophone, they can add many dollars to their receipts and great interest to their entertainments.

MISCELLANEOUS SUPPLIES.

No. 21100	**GASKETS** (rubber cushions for diaphragms), per set.....	**$0.10**
No. 21101	**MAIN SPRING** for Concert $25.00 Graphophone, single, old style.....	**1.00**
No. 21101½	**MAIN SPRING,** double, for new style, 5-wind, Concert	**3.00**
No. 21102	**MAIN SPRING,** for Gem Graphophone.....	**.50**
No. 21103	**BELT,** for Concert Graphophone.....	**.30**
No. 21103½	**BELT,** for Gem Graphophone.....	**.20**
No. 21104	**DIAPHRAGM GLASSES,** French.....	**.25**
No. 21105	**RUBBER TUBING,** per foot.....	**.08**
No. 21106	**EAR TUBES,** gutta percha.....	**.06**
No. 21107	**Y CONNECTIONS,** gutta percha.....	**.08**
No. 21108	**EAR SPRINGS,** for inside of tubes.....	**.05**

No. 21109	OIL CANS, each	$0.15
No. 21110	SCREWDRIVERS, each	.15
No. 21111	SPEAKING TUBE	1.00
No. 21112	RECORDER, complete with sapphire	5.00
No. 21113	REPRODUCER, complete with sapphire	5.00
No. 21114	SAPPHIRE RECORDING POINT	2.50
No. 21115	SAPPHIRE REPRODUCING BALL	2.00
No. 21116	SAPPHIRE BLADE, for shaving knife	2.50
No. 21117	GOVERNOR SPRINGS, each	.20
No. 21118	BRUSH, camel's hair, for removing dust and chips from records	.30
No. 21119	RECORDER, complete, for Home Graphophone	2.50
No. 21120	REPRODUCER, complete, for Home Graphophone	2.50
No. 21121	LIQUI-PARA, per bottle	1.00

We are the largest dealers in entertainment goods in the world.

We know what will entertain the people.

We know what exhibitors want.

We know the methods which bring the greatest success.

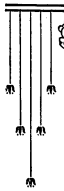
We handle the best and the best only.

We purchase in immense quantities, consequently can sell cheaper than others.

Our trade reaches around the world.

We make a specialty of complete outfits for entertaining the public, and with one of our outfits any ambitious man can achieve success.

Do You Want to Make Money



AND WITH LITTLE EFFORT
ENTERTAIN THE PUBLIC...

THE GRAPHOPHONE MUSICAL AND TALKING MACHINE will fill the bill, and do all and more than you anticipate.

IT IS A WONDER..... and with proper management, will draw crowded houses every evening.

Complete Exhibition Outfits.

On page 35 of our catalogue, we have already indicated some of the most popular forms of exhibition outfits and have devoted space to a description of the various items included in them. For the convenience of those who do not know what constitutes a complete outfit, and how to figure the exact cost, we will list a few combinations which are complete with the exception of those in which the motion picture machine is included. Where this is the case, it will be necessary to add some films, but the number of films will depend upon other features of the entertainment. For example: A panoramic stereopticon lecture constitutes a complete entertainment of itself, but if it is desired to add the moving picture machine, a few films will also be necessary and it will be found that with such an addition, larger and better paying houses can be secured, and the outfit will naturally be much more profitable.

If the exhibitor does not feel able at first to add a full collection of films, he can begin with a few and add from time to time, as his means will allow and after he begins to make money with his outfit.

OUTFITS.

No. 21194 STEREOPTICON LECTURE OUTFIT WITH VAPOR LIGHT OR ACETYLENE GENERATOR.

1 Stereopticon Lecture Outfit complete, with carrying-case, advertising posters and admission tickets.
Enterprise Stereopticon, either vapor lamp or acetylene generator and burner, with screen.

$54.50

No. 21130 STEREOPTICON LECTURE AND MOTION PICTURE OUTFIT WITH CALCIUM LIGHT.

1 Stereopticon Lecture Outfit complete, same as No. 21194.
1 Optigraph Moving Picture Attachment.
1 Sliding Attachment for connecting moving picture machine to stereopticon.
1 Gas-making apparatus.
Supply of Chemicals for generating gas.

$126.50

NOTE.—If the new No. 3 Model Optigraph is to be used with this outfit, the difference in cost will be $10.00 additional. Add price of films as selected.

NOTE.—Any of our outfits for calcium light may be used with rented tanks, thus saving the frst cost of a portable gas-making apparatus. We, however, advise wherever possible the purchase of a gas-making outfit, as it is true economy in the long run.

No. 21131 SINGLE STEREOPTICON OUTFIT FITTED FOR ELECTRIC LIGHT.

Stereopticon Lecture Outfit complete with carrying-case, etc., same as No. 21194.
1 Electric Arc Lamp.
1 Rheostat.
1 Switch.
30 feet of Insulated Wire for connection.

$71.00

No. 21132 LECTURE AND MOTION PICTURE OUTFIT WITH SINGLE STEREOPTICON FOR ELECTRIC LIGHT.

Stereopticon Lecture Outfit, same as No. 21194.
1 Optigraph Motion Picture.
1 Sliding Attachment for connecting motion picture.
1 Electric Arc Lamp.
1 Rheostat.
1 Switch.
30 feet of Insulated Wire.
Motion picture films extra.

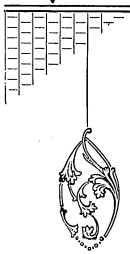
$96.00

If the new Model Optigraph is desired, add $10.00 to the above price.

MUSIC AND TALKING OUTFITS.

See pages 96 to 108 for our various graphophone outfits.

Why You Should Buy from Us...



OUR TRADE IS THE LARGEST

in this class of goods of any house in the country

WE PURCHASE IN IMMENSE QUANTITIES,

and the entire attention of one of our largest departments is devoted to this business.

WE HAVE AN ESTABLISHED REPUTATION

in all lines of merchandise to protect, and as our success depends upon the success of our patrons.

You Can Depend Upon Us for the Best that Money Can Buy

Copy (Very Much Reduced, Actual Size is 14x27 Inches), of our Large Combination Poster for Graphophone Grand and Moving Picture Outfit.

NEW AND NOVEL

AN ENTERTAINMENT WHICH PRESENTS A WONDERFUL COMBINATION, GRATIFYING EVERY SENSE AND AFFORDING AMUSEMENT, INSTRUCTION AND CULTIVATION

THE GRAPHOPHONE GRAND

This wonderful instrument must not be compared to the ordinary talking machines which have been heard throughout the country for years. It actually does what has hitherto been considered impossible

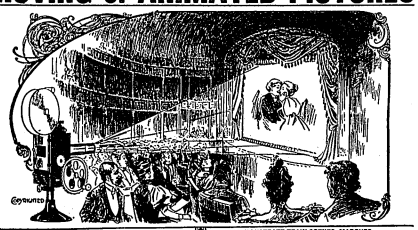
Perfectly Reproduces the Human Voice	Duplicates Instrumental Music	Fills the Largest Auditorium
JUST AS LOUD! JUST AS CLEAR! JUST AS SWEET!	WITH PERFECT FIDELITY, TONE AND BRILLIANCY.	AND NEVER FAILS TO CHARM ALL WHO HEAR IT.

It is the Talking Machine long looked for, bringing the singer, the musician or the orchestra into the audible presence of the listener. Those familiar with the Graphophone Grand will appreciate the following: Its Repertoire, which is practically unlimited in the number of records, while strictly first-class, will range from grave to gay and will consist of the latest musical selections as played by Gilmore's and Sousa's bands and the most famous orchestras, vocal selections by the most noted singers, operatic, sentimental and comic, and speeches which in their startling reproduction will astound at present and can be heard as far or even farther than the original.

A CHOIR INVISIBLE! AN UNRIVALED MUSICAL FEAST!

IN ADDITION WILL BE PRESENTED THE LATEST, MOST PERFECT AND MOST NATURAL

MOVING or ANIMATED PICTURES



LIFE SIZE!
LIFE LIKE!
LIFE MOTION!

THE MOST WONDERFUL DISCOVERY OF THE AGE

Depicting the subjects shown in the actual and natural colors, exactly and perfectly, so that the audience can scarcely believe that what is before them is merely a picture.

WE WILL ILLUSTRATE TRAIN SCENES, MARCHES, PARADES ON FOOT, BICYCLES AND HORSES, COMIC SITUATIONS AND INCIDENTS AND GREATEST AND MOST INTENSELY REALISTIC AND EXCITING

SCENES OF THE LATE WAR

BATTLES AND NAVAL ENGAGEMENTS.

THE ANIMATED PICTURES Will be projected by a powerful condensed light onto an immense screen in front of the stage, so that they can be seen by every person in the hall. These combined attractions are each the latest, best and most perfect of their kind, and the opportunity of a lifetime is afforded to listen to the GRAPHOPHONE GRAND and view the wonderful ANIMATED PICTURES, actually the two greatest novelties of the present century.

ENTERTAINMENT WILL BE GIVEN AT _____

Prices of Admission. Adults_____ Children_____

Entertainment begins at_____

WOULD NOT PART WITH GEM MACHINE.

Colquhoun, Ontario, Canada.

Sears, Roebuck & Co., Chicago, Ill.

I received your letter and was much pleased with your liberal offer of the Graphophone Grand. You said you would take my Gem machine as a part payment, but I would not part with it. I gave an exhibition last night in our little schoolhouse and took $7.50. I think that is very good for a start and I expect a better crowd tonight. Yours truly,

DELBERT CHILEY.

LEARNED TO OPERATE THE MACHINE IN ONE DAY AND HAS SHOWN SUCCESSFULLY TO THOUSANDS.

Columbus, Ga.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I have found your Optigraph and Stereopticon to be just as you recommended. I have shown to thousands of people and they have all been well pleased and I am living easy. You are at liberty to publish this in your next catalogue if you wish. The outfit is all right. I learned to operate the machine in one day to perfection. Please send me your catalogue of moving pictures to Atlanta, Ga., at once, I notice you advertise Christ scenes and I want your net prices on same. Respectfully,

C. E. HAWK.

THE OPTIGRAPH IS PERFECT.

New York, corner 61st St. and Amsterdam Ave.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I have tried my stereopticon and moving picture machine last night and it proved itself to be a wonder for the price. I must acknowledge, I expected a little trouble with the light as it was the first time for me to see or operate a calcium light, but I had no trouble whatever and the optigraph is perfect. I expected to see a lot of jumping and jerking in the pictures as the price is so small but I must say that if I paid $100.00 for a moving picture machine it could not produce a more perfect motion picture. I am perfectly satisfied with my investment. I am yours truly,

D. HOFFMAN.

MAKES HIS PARLOR A POPULAR RESORT.

Mineola, Texas.

Sears, Roebuck & Co., Chicago, Ill.

In reply to enclosure I will say that I received the graphophone two days after shipment in perfect condition, and to state it concisely, could not have been better pleased. I did not expect such a beautiful instrument of this kind for the money. I shall purchase new records of you from time to time. The instrument is for home entertainment and my parlor is quite a popular resort for my friends of evenings. Yours truly,

ANDREW J. BRITTON.

THE HOME MACHINE SCOOPS THEM ALL.

Kentland, Ind.

Sears, Roebuck & Co., Chicago, Ill.

Dear Sirs: I am in receipt of my Home Grapophone outfit and will say it's the finest thing I have ever seen. High or low, big or little, it scoops them all. A friend of mine is bound to have it so I write to find out just what it will cost to replace it.

Respectfully, ALLEN W. KENOYER

DOING A GOOD BUSINESS.

Colquhoun, Ontario, Canada.

Sears, Roebuck & Co.

Gentlemen: I am doing a good business with my graphophone. People that hear it once, come again, so that I want, and here give you an order for, two dozen new selections. With these records I can give a change of program. Ship promptly, because I have a large hall engaged. Yours truly, DELBERT CHILEY.

MACHINE PLAINLY HEARD IN HALL 50 X 100 FEET.

Manitou, Colo.

Messrs. Sears, Roebuck & Co.

Dear Sirs: I received my suit, also the graphophone and records. Everything was all right. I am more than pleased with both the suit and graphophone. I should have written before, but have been too busy playing to my friends. There are several machines in town, some that cost $25.00, but everyone admits mine to be the best they have ever heard. I had the machine in a hall 50x100 feet last evening and every word was plain at any part of the hall. There are three or four talking as though they would like one of your machines, and as I am so will pleased with the courteous manner in which you have used me, I would like to be able to show up my machine in the best possible manner. Thanking you for your courteous treatment in the past and assuring you of future orders, I remain,

Yours respectfully, C. H. WALLACE.

THE GRAPHOPHONE GRAND.

Truckee, Calif.

Sears, Roebuck & Co.

The Graphophone Grand that you sent me is a grand one, and I am well pleased with it; it is so clear and distinct. There is another one in town, but it does not come up with Sears, Roebuck & Co.'s. Yours truly, CHARLES THOMAS,

Proprietor Truckee Soda Works.

GIVES PERFECT SATISFACTION

Jeanerette, Louisiana.

Sears, Roebuck & Co.

I have also tried one of your Gem Graphophone Talking Machines and it gave perfect satisfaction. Yours truly, ANTOINE CASEY.

MAKING $7.00 TO $10.00 PER NIGHT.

Cedar Falls, Iowa.

Messrs. Sears, Roebuck & Co.

Dear Sirs: The Gem Graphophone Entertainment Outfit that I purchased from you a year ago was a money-making outfit. I made from $7.00 to $10.00 a night just in the country school houses. I am, Yours truly, NELS. B. GRAM.

THE BEST EVER SEEN OR HEARD IN THAT LOCALITY.

Compton, Calif.

Sears, Roebuck & Co.

Dear Sir: I have received the Graphophone Grand Talking Machine, and it is certainly one of the best; in fact, I might say that my graphophone is the best ever seen or heard here. I want to get a Magic Lantern Moving Picture Machine to use with it, and should expect to receive the very best on the market, as nothing else would be satisfactory for my Graphophone Grand. Yours truly, BENJ. WALTON.

ENJOYING GOOD RETURNS FROM HIS INVESTMENT.

Dudleytown, Ind.

Sears, Roebuck & Co.

Gentlemen: Owing to negligence I failed to notify you on receiving graphophone and records I ordered of you some time ago. I will say that I am well pleased with it and have been enjoying good returns from my investment. Yours very truly,

HENRY OSTERMAN.

THE GRAPHOPHONE A HOWLING SUCCESS.

Joliet, Ill.

Sears, Roebuck & Co.

Gentlemen: In reply to your letter will say that the graphophone purchased of you is too truly musical and can be called a "howling" success. I bought this instrument purely for the entertainment of my own family and friends, and it has more than fulfilled my expectations. My little four-year-old girl calls for "Alabama Coon" and "Hot Time" regularly once a day. Yours truly, NAT J. ROWELL.

WOULD NOT PART WITH IT AT ANY PRICE.

Kinderhook, N. Y.

Sears, Roebuck & Co.

Gentlemen: I wish to say that I did not purchase the graphophone for exhibition purposes, but for home entertainment. I am very much pleased with it and would not part with it at any price. Yours very respectfully,

CARL KOLB.

A VERY EASY AND INFALLIBLE WAY TO MAKE MONEY.

Gettysburg, S. Dak.

Sears, Roebuck & Co.

Dear Sirs: I wish to say that with the graphophone I am more than pleased, but when I sent for same I did not intend it for only a home entertainer. But seeing that I live in the country I have not got the advantages that people living in towns or traveling have, but I have been out on a number of occasions, and must say that I met with the most perfect success. I think it a very easy and infallible way of making money. Everyone hearing it (mainly those who have heard others), say that they never heard one talk so plainly.

Yours truly, FRANK L. KOEPP.

OUR GRAPHOPHONE BETTER THAN ALL THE OTHERS.

Lander, Wyo.

Sears, Roebuck & Co.

Dear Sirs: I can say that I am well pleased with the graphophone which I purchased from you. It has given good satisfaction so far. All who have heard mine say that it is the loudest that they ever heard. There are three other graphophones in this town besides mine, but I am well pleased with it, and all who have heard it say that it is better than the others. I have just sent an order to you for another dozen of records, which I hope you will receive and give prompt attention. Yours very truly,

HARRY HARTING.

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MAKING MISTAKES,

BUT NEVER TO AVOID

RIGHTING THEM.

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